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# PRINTERS' INK

UNIVERSITY OF THE  
A JOURNAL FOR ADVERTISERS

VOL. LXXV.

NEW YORK, APRIL 13, 1911.

No. 2



These are anniversary days with us.

The opening of our forty-third year finds us busy with plans for further extension and improvement of our service.

A growing business makes room for growing men who in turn make business grow.

One of the men who has helped in our growth is Mr. S. Wilbur Corman, B.A.I.S. 1907. We are promoting him to the position of Manager in the belief that his efficiency will be thereby increased, and our service to advertisers and publishers correspondingly improved.

Have you tried the Ayer & Son way of advertising? Keeping Everlastingly At It Brings Success.

Philadelphia

New York

Boston

Chicago

**A** CERTAIN manufacturer used the standard farm papers for years for mail order returns—and got them.

He manufactures a household article of merit, but higher in price than his average competitor.

Some time ago he decided to put his goods into the dealers' hands. So a small part of his this year's farm paper advertisements were aimed at the retailer.

The results have surprised him. *One out of every ten* replies from his advertisement has been from a merchant.

Moreover these merchants are evidently thoroughly aware of the power of the Standard farm paper with its subscribers. For *two* follow-up letters have resulted in opening accounts with 50% of

these dealer-inquiries.

He says the direct dealer results would make his advertising profitable, aside from the consumer business it is stirring up and the help to the salesmen in opening up the territory.

Ask us to outline a plan whereby you can obtain similar results from



#### Standard Farm Papers

are	Field & Farm, Denver
	The Farmer, St. Paul
Farm	Home and Farm, Louisville
	The Oklahoma Farm Journal
Papers	The Ohio Farmer
	The Michigan Farmer
of	The Breeder's Gazette
	Hoard's Dairyman
Known	Wallaces' Farmer
	The Kansas Farmer
Value	Wisconsin Agriculturist
	Indiana Farmer

Wallace C. Richardson, Inc.  
Eastern Representatives  
41 Park Row, New York City.

Geo. W. Herbert  
Western Representative  
First National Bank Bldg.  
Chicago

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# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893

VOL. LXXV.

NEW YORK, APRIL 13, 1911.

No. 2

## OVERCOMING DISTRIBUTION HANDICAPS IN ADVERTISING

GREAT WASTE DUE TO NEGLECTING TO HELP THE READER BUY THE GOODS AFTER HE'S CONVINCED—HOW SUESINE ANTAGONIZED A READER—WHAT OTHER CONCERNS ARE DOING PUBLISHING DEALER LISTS—OVER-EMPHASIS ON DEALER TO DETRIMENT OF CONSUMER WORK

By J. George Frederick.

"I propose a new department for the Charities Bureau," said a witty housekeeper some time ago; "a Department for the Detection and Capture of Elusive Dealers Who Keep Magazine-Advertised Products; said Department to be equipped with long-distance touring cars, Diogenes lanterns and an inexhaustible supply of patience and shoe leather. Think what suffering among the poor-rich would be alleviated, after advertising has made a product a necessity to them and they can't find anybody who can sell it to them!"

Nothing ever so chafes keen advertisers, selling widespread through dealers, as the waste and exasperating handicap which lie in the consumer's difficulties in finding a dealer from whom to buy, once advertising has done its full duty.

To bridge this gap in the 100 per cent possible effectiveness of advertising is one of the hard jobs advertising men are up against. What is being done about it is consequently of real importance, because it is one of those difficulties to which there are many solutions and none of them a panacea.

Most of the difficulties are suffered by those advertisers in mag-

azines who have no *thorough* distribution, but yet a sufficiently national one to make magazine advertising profitable. For such, advertising is necessarily reaching large numbers who are not able to buy after they have been convinced—a condition calculated to arouse the advertisers' utmost efforts to ameliorate.

But, strange to say, such a condition does *not* rouse a great many advertisers who ought to be aroused. Consumers are put in a very prejudicial state of mind, for once advertising is placed in general mediums (especially where the nature of the goods makes it difficult or impossible to sell direct in emergencies) it is distinctly up to the advertiser to make extra-strenuous efforts to have distribution measure up to the advertising's scope and get the goods to the interested reader.

Many advertisers deafen their ears to the call of the consumer for the goods from non-distribution points, but it is a very costly thing to do. When finally distribution *does* come 'round to such consumers they have a prejudice which spreads like a poison over the neighborhood.

Of course, under the most earnest appreciation of this condition an advertiser can only do his best. Even the most famous of advertised goods are not enjoying absolutely universal distribution. One advertiser now in the magazines says, "Sold at nearly every store you pass," but if consumers undertook to believe this and walk until they found the goods they would probably beat Weston's record for walking.

Advertising as a method has more often been the goat for slipshod sales-analysis than it has itself fallen short. Advertising cannot do a laggard sales-manager's work. Its work is done

when it sends people to the dealers. If the selling policy, the sales-staff and its activities have antagonized dealers or fumbled the vital preliminaries for a stimulated consumer demand, heavy waste and lasting harm is bound to occur.

Dealers and sales-staffs being what they are, however, and advertising being what it is, the tendencies of the present day are all toward adapting advertising to carry more of these selling burdens. Being closest to the real master of the situation (the consumer) advertising is being leaned upon more and more heavily. Advertisers are finding that if they are really ambitious for a national market without waiting many years for it to develop under old methods, they must shape out of advertising in some way the tool with which to do it.

But the trouble is that in their eagerness for more stores many advertisers bend all their efforts toward stocking up more dealers and simply use the consumer as a tool to accomplish it. The consumer's own side of the matter is often shamefully neglected and subordinated to the passion to work upon new dealers.

Here is an actual case: A woman wrote to the Bedford Mills ("Suesine Silk"), asking for samples. A seamstress was due in a week's time, and this woman desired to examine samples of Suesine preparatory to buying the goods for clothes the seamstress was to make. The week rolled by and this woman bought other silk, because, of course, she couldn't wait longer for a reply from Suesine. *Three weeks* later, after the seamstress was entirely finished, along comes, *not* the samples asked for, but this letter:

Dear Madam:—

This is a small matter which may seem unimportant to you, but it is of real importance to us.

When you wrote to us asking for the Sample Book of Suesine Silk you forgot to give us the name of the Retailer of whom you buy regularly, and you also forgot to state whether or not he sells Suesine Silk.

Now, this offer to send you a Sample Book of Suesine Silk was made for the purpose of securing that information,

as it is a detail of great importance in our business plan.

Will you, therefore, kindly supply the information which was omitted in your letter, using the post-card which we enclose?

Immediately upon its receipt we will be pleased to send you the Sample Book of Suesine Silk, and to tell you where it can be bought in your city providing a dealer is now carrying it.

Yours S-u-e-s-i-n-e-l-y,  
BEDFORD MILLS.

The latter paragraphs of the letter are omitted because they are simply repetition of the dull-est kind of the same eager demand for the dealer's name. It can be imagined what this particular consumer thought of this letter—also what the word Suesine hereafter connotes in her mind. Yes, indeed, it was 'yours S-u-e-s-i-n-e-l-y'!

In the keen desire to annex new dealers, the consumer—supposedly the party around whom all the business is centered—is made simply a pawn in the game and almost totally ignored. Service to the individual consumer is made sport of, when it should be the very first principle of the business. In the hurry and rush of office work, often sadly mismanaged, that vital direct contact with consumers, which is the new salvation and declaration of independence to manufacturers, is left to the cheapest clerks obtainable, constantly behindhanded and "systematized" to the lowest mechanical notch. Dealer correspondence is attended to with almost worshipful dispatch, but consumer correspondence is often never looked at by any one higher up than the "forewoman" of the typist corps. Is there any wonder that the work of widening distribution is balked by dealers' cynicism, when the dealer is the man to whom outraged consumers frequently turn and confide?

The advertising manager or agency which has with careful thought evolved an advertising campaign is nowadays obliged by this very carefulness to go farther and farther afield into the details of office and selling organization. In determined efforts to get results they find pillar after pillar on which they must lean in the

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sales and office organization falling down on them and compelling them to take hold. Often the "fall down" reaches 'way back into the factory and the advertising man finds it incumbent upon him to build up from the factory forward when he tries to shape the business so as to serve the consumer, and thus reach the real goal—the widening of distribution and the increase of sales.

There is a long list of advertisers who ask readers of their magazine copy to send the name of their dealer. Among them are:

"Wear-Ever" aluminum wear  
Arlington Mills  
Burnett's Vanilla  
Langfeld Hand Bags  
H. & H. Cleaner  
Beaver Board  
Luzell's Toilet Powder  
Himalaya Cloth  
"Tissue," the fabric  
Diamond Dyes  
Buffalo Lithia Water  
Foster's Ideal Crib  
Limbert's Holland Dutch Crafts, etc.

It will be noticed, however, that most of these are either new or rejuvenated advertisers, and that they are more than ordinarily anxious for wider distribution. Some give a booklet as a reward for the dealer's name, but it is to be hoped that most of them are not so foolish as to hold off sending sample or booklet when a consumer perchance does not send a dealer's name. A consumer landed is worth more than a dealer of dim prospect.

Advertisers of the above type are in advance of many others, nevertheless, in that they really realize the need of extending their list of dealers. Many are not even awake to this and are content to let the opportunities opened up by a national magazine campaign go to waste. Such waste is in two directions: waste of possible new distributors and waste of consumer good will.

Those advertisers who do appreciate the feelings of the consumer whom the advertising convinces but who is left in the aggravating condition of being unable to buy, have taken various interesting methods of helping the situation.

The Beaver Company, Buffalo, ("Beaver Board") has a blank form which is filled in with the names of the nearest four or five dealers and "tipped" into the booklet which is sent to an inquirer. If a dealer's name is mentioned by the inquirer, who is not carrying the goods, a card is sent saying:

The dealer mentioned by you does not carry Beaver Boards, but we will endeavor to make arrangements whereby he can supply you.

If this dealer can't be stocked up, perhaps at least this particu-

BEAVER BOARD	
is carried in stock by the distributor named below. From them you can obtain prices and further information.	
S. F. Bell Co., 9 E. 42nd St.,	
Dykes Lbr. Co., 137 W. 24th St.,	
Fred C. Sumner, 140-8th Ave.,	
F. B. Van Dusen, 12 E. 42nd St.,	
New York City, N. Y.	

DEALER'S NAME SLIP "TIPPED" INTO A BOOKLET

lar sale can be arranged through him.

The Printz - Biederman Co., Cleveland, makers of "Printzess" clothes, does what a number of other concerns are doing—makes the general advertising especially definite and sympathetic regarding this matter of where to buy after being convinced. A great number of other advertisers lightly pass this by altogether, to the great vexation of the reader who wants to know the next step after making up her mind to buy.

The Printz-Biederman message to consumers is this:

Go to the dealer in your town who advertises "Printzess"—if you don't know him, write us. We'll tell you who he is and where he is—and we'll also send you for your trouble our dainty portfolio of beautiful "Printzess" styles—a booklet that you'll appreciate.

Where the dealer's name is much desired by the advertiser, there is a sympathetic way, rather than the selfish way in which to ask consumers to go to the trouble of sending dealers' names.

The Loose-Wiles Biscuit Co. does it happily, as follows:

Send us simply your name and address, and the name and address of your grocer. A postal will do. The next mail will bring you this assorted box. After that, let your grocer supply you the kinds which you like best. Cut out this reminder so you won't forget to write for the box to-day.

But there are plenty of others who place many kinds of resistance in the way of consumer response. Mrs. Rorer's Coffee is advertising with a coupon, as follows:

Mrs. Sarah Tyson Rorer, care of Climax Coffee & Baking Powder Co. 32 Main St., Indianapolis, Ind.	
Please send me free book of Mrs. Rorer's recipes.	
Name _____	_____
Address _____	_____
My Grocer's Name _____	_____
My Grocer's Address _____	_____
Does he sell Mrs. Rorer's Coffee? _____	

AN AWFUL LOT TO ASK TO BE WRITTEN  
ON A TINY COUPON

How any one could expect a woman to write so much information in so small a space is hard to imagine. If the consumer's "address" were "2839 Brinkelheimer avenue, Cornwall-on-the-Hudson," or worse, she'd be stumped; to say nothing of trying to think of her grocer's street number. Furthermore, many consumers want the booklet offered before they stop to discover whether their grocer keeps the goods.

Of course the most practical of all devices would be to publish a list of the retailers handling the goods. Two big advertisers have done this—the Globe-Wernicke Co. and the Red Cross Shoe makers (both of Cincinnati), while "Anti-Cor" followed the plan in newspaper advertising. All agree on the excellence of the scheme; but for many it is manifestly impossible. The Pacific Mills offer to "send a list of retailers" to inquirers. Lord & Taylor say "We will direct you to a retailer."

There is far too little realization of the need for the greatest energy and care in cashing in on the value of advertising. Thousands are perfectly familiar with the arguments advanced by advertisers, and even have made some

sort of decision to buy, but are balked by one after another resistance factor. Either the absence of a statement of price, or some other detail of information, nullifies the interest created, or else the mind is left very hazy as to where to buy and how. Some magazine ads leave one completely in doubt as to whether to send by mail for an article or go to a dealer. Others leave you in doubt whether one should inquire at a drug or hardware or grocery store. Still other articles advertised seem to have two names, or are confused with something else most enigmatically.

If the very best thought and attention of advertisers were given to removing many of these handicaps to distribution, magazine advertising would yield a still better harvest of results, and substitution would not be so successfully practiced. A consumer who has failed in several stores to buy an advertised article is in no mood to emphatically repulse substitution. It is the consumer's feeling in the matter that is important; and if the game of dealer-bluff by many advertisers who think they are very smart and alert indeed were dropped and consumer service were made the subject of the same onslaught of energy, dealers would fast enough "line up," "get in tune," "link up," "get in step," "follow the bugle" and all the other horse-clucking things which shriek forth from current "dealer literature."

#### NEWSPAPER ADVERTISING INCREASE

In a recent talk before the Advertisers' Club of Milwaukee, E. S. Wells, Jr., advertising manager of the *Chicago Daily News*, said, among other things:

"By statistics gathered from fifty-four leading newspapers it is shown that newspaper advertising had made wonderful strides in the last few years, the fifty-four papers mentioned showing an increase in business in one year of over 30,000,000 lines.

"Primitive man could reach only his arm's length. Later the bow and arrow increased that reach to about 100 feet. The modern gun again increased that, but advertising enables him to encircle the globe."

# Think of This

There is absolutely no publication with a circulation of higher quality, or larger purchasing power than



The advertising rate, as compared with other class publications, is very low. Below are a few of the prominent class publications, with their estimated circulation and page rates:—

Life .....	143,000	\$430.00
Vogue .....	40,000	300.00
Country Life.....	35,000	300.00
Town and Country.....	32,000	175.00
House and Garden.....	32,000	200.00

Excepting Life, THE SMART SET Magazine has more circulation than **any two** of the above magazines, and yet the rate is but \$150 per page. (Of course the page is smaller.)

I can think of a great many reasons why a large number of national advertisers should use SMART SET; but I would be much more interested in getting the reasons why they are not using it now.

Is there any doubt in the minds of Automobile Manufacturers, that the readers of SMART SET buy automobiles?

Any advertiser can get all the information he wants, concerning the quality and quantity of the circulation of THE SMART SET.

We are now working on the June Number. Please send copy at once.

THE JOHN ADAMS THAYER CORPORATION  
452 Fifth Avenue, New York

## SUPREME COURT'S IMPORTANT PRICE MAINTENANCE DECISION

FINDS DR. MILES MEDICAL CO.'S ELABORATE RESALE CONTRACTS TO SOME EXTENT IN RESTRAINT OF TRADE—THE STATUS OF PATENTEE'S PRICE MAINTENANCE DISCUSSED—JUSTICE HOLMES' POINTED DISSENTING OPINION

After a long time the Supreme Court of the United States has ruled on the Dr. Miles Medical Co. case *vs.* John D. Park & Sons Co., wholesalers, in the medical company's effort to enforce the resale price maintenance contract upon wholesalers. The decision (with Justice Holmes dissenting) is adverse to the resale contract, but the entire principle of price maintenance is so broadly entered upon in the decision that some doubt is abroad as to even the validity of price maintenance under the license plan by sellers of patented goods.

It must be remembered, however, that the Dr. Miles Medical Company operated one of the most minute and determined systems of price maintenance probably ever devised. Every bottle and every wholesale package had a serial number, and were traced in their course through the hands of over 400 jobbers and 25,000 retailers.

The majority opinion of the Court was delivered by Justice Hughes (this being his first important opinion rendered since taking office) and he confined the issue to the validity of the "consignment contract, wholesale" and the "retail agency contract." He carefully examined the former instrument (which is a method for making the wholesaler merely an agent, and thus leaving the retailer the real contracting party) and finds that it is not adequate as a consignment contract. "If," says Justice Hughes, "the restrictions of the 'consignment contract' as to prices and vendees, are to be deemed to apply to the sale of goods which one wholesale dealer has purchased from

another, it is evident that the validity of the restrictions in this respect must be supported on some other ground than that such sale is made by the wholesale dealer as the agent of the complainant. The case presented by the bill cannot properly be regarded as one for inducing breach of trust by an agent."

From this it will be seen that the Miles resale plan is found faulty in method rather than in principle. However, the general idea of price maintenance is touched upon by the further consideration of the subject in relation to the "restraint of trade" doctrine. This hinges upon the retail agent contract, text of which, with Justice Hughes' analysis, follows:

"In consideration whereof said Retail Agent agrees in no case to sell or furnish the said Proprietary Medicines to any person, firm or corporation whatsoever, at less than the full retail price as printed on the packages, without reduction for quantity; and said Retail Agent further agrees not to sell the said Proprietary Medicines at any price to Wholesale or Retail dealers not accredited agents of the Dr. Miles Medical Company."

It will be noticed that the "retail agents" are not forbidden to sell either to wholesale or retail dealers if these are "accredited agents" of the complainant, that is if the dealers have signed either of the two contracts the complainant requires. But the restriction is intended to apply whether the retail dealers have bought the goods from those who held under consignment or from other dealers, wholesale or retail, who had purchased them. And in which way the "retail agents" who supplied the medicines to the defendant, had bought them is not shown.

The bill asserts complainant's "right to maintain and preserve the aforesaid system and method of contracts and sales adopted and established by it." It is, as we have seen, a system of interlocking restrictions by which the complainant seeks to control not merely the prices at which its agents may sell its products, but the prices for all sales by all dealers at wholesale or retail, whether purchasers or subpurchasers, and thus to fix the amount which the consumer shall pay, eliminating all competition. The essential features of such a system are thus described by Mr. Justice Lurton (then Circuit Judge), in the opinion of the Circuit Court of Appeals in the case of *John D. Park & Sons Company v. Samuel B. Hartman*, 153 Fed. on page (?): "The contracting wholesalers or jobbers covenant that they will sell to no one who does not come with complainant's license to buy, and that they will not sell below a minimum price dictated by complainant. Next, all competition be-

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tween retailers is destroyed, for each such retailer can obtain his supply only by signing one of the uniform contracts prepared for retailers, whereby he covenants not to sell to anyone who proposes to sell again unless the buyer is authorized in writing by the complainant, and not to sell at less than a standard price named in the agreement. Thus all room for competition between retailers, who supply the public, is made impossible. If these contracts leave any room at any point of the line for the usual play of competition between the dealers in the product marketed by complainant, it is not discoverable. Thus a combination between the manufacturer, the wholesalers and the retailers to maintain prices and stifle competition has been brought about."

That these agreements restrain trade is obvious. That, having been made, as the bill alleges, with "most of the jobbers and wholesale druggists and a majority of the retail druggists of the country" and having for their purpose the control of the entire trade, they relate directly to interstate as well as intra-state trade, and operate to restrain trade or commerce among the several States, is also clear.

The relation of this decision to the price maintenance methods and rights in the case of patented goods is seen in the following further extract from Justice Hughes' opinion:

First The first inquiry is whether there is any distinction, with respect to such restrictions as are here presented, between the case of an article manufactured by the owner of a secret process and that of one produced under ordinary conditions. The complainant urges an analogy to rights secured by letters patent. *Bement v. National Harrow Company*, 168 U. S. 70. In the case cited, there were licenses for the manufacture and sale of articles covered by letters patent with stipulations as to the prices at which the license should sell. The court said, referring to the act of July 2, 1890, (pp. 92, 93): "But that statute clearly does not refer to that kind of restraint of interstate commerce which may arise from reasonable and legal conditions imposed upon the assignee or licensee of a patent by the owner thereof, restricting the terms upon which the article may be used and the price to be demanded therefor. Such a construction of the act we have no doubt was never contemplated by its framers."

But whatever rights the patentee may enjoy are derived from statutory grant under the authority conferred by the Constitution. This grant is based upon public considerations. The purpose of the patent law is to stimulate invention by protecting inventors for a fixed time in the advantages that may be derived from exclusive manufacture, use and sale. As was said by Chief Justice Marshall in *Grant v. Raymond*, 6 Pet. pp. 241-243: "It is the reward stipulated for the advantages derived by the public from the exertions of the individual, and is intended as a stimulus to those exertions. . . . The

public yields nothing which it has not agreed to yield; it receives all which it has contracted to receive. The full benefit of the discovery, after its enjoyment by the discoverer for fourteen years, is preserved; and for his exclusive enjoyment of it during that time the public faith is pledged. . . . The great object and intention of the act is to secure to the public the advantages to be derived from the discoveries of individuals, and the means it employs are the compensation made to those individuals for the time and labor devoted to these discoveries, of the exclusive right to make, use and sell, the things discovered for a limited time."

The complainant has no statutory grant. So far as appears, there are no letters patent relating to the remedies in question. The complainant has not seen fit to make the disclosure required by the statute and thus to secure the privileges it confers. Its case lies outside the policy of the patent law, and the extent of the right which that law secures is not here involved or determined.

The complainant relies upon the ownership of its secret process and its rights are to be determined accordingly. Any one may use it who fairly, by analysis and experiment, discovers it. But the complainant is entitled to be protected against invasion of its right in the process by fraud or by breach of trust or contract. *Tabor v. Hoffman*, 118 N. Y. p. 36; *Chadwick v. Covell*, 151 Mass. 190. The secret process may be the subject of confidential communication and of sale or license to use with restrictions as to territory and prices.

From which is fairly clear (though lawyers for advertisers maintaining prices on the principle of patent monopoly through the license plan are finding some confusion of meanings which puzzle them) that the present plan of price maintenance by patentees is not undermined in any degree by this decision.

The secret formula basis for protection in monopoly is answered in these words:

Here, however, the question concerns not the process of manufacture, but the manufactured product, an article of commerce. The complainant has not communicated its process in trust, or under contract, or executed a license for the use of the process with restrictions as to the manufacture and sale by the licensee to whom the communication is made. The complainant has retained its secret which apparently it believes to be undiscoverable. Whether its remedies are sold or unsold, whether the restrictions as to future sales are valid or invalid, the complainant's secret remains intact. That the complainant may rightfully object to attempts to discover it by fraudulent means, or to a breach of trust or contract relating to the process, does not

(Continued on page 12)



# OFFICIAL REPORT OF EXAMINATION COMMITTEE

*The Audit Company of New York*

NEW YORK THE CERTIFICATES OR REPORTS UPON AUDITS OR EXAMINATIONS MADE BY THE AUDIT COMPANY OF NEW YORK ARE DELIVERED TO CLIENTS WITH CHICAGO CITY INVESTING BLDG. THE UNDERSTANDING IN EACH CASE THAT ANY ADVERTISEMENT OR NEW YORK LIFE BLDG. 185 BROADWAY PUBLICATION OF SUCH CERTIFICATES OR REPORTS OR PUBLISHED 171 LA SALLE ST. REFERENCE THERETO SHALL BE IN A FORM TO BE APPROVED BY THE PRESIDENT OF THIS COMPANY

— Report on —

**The Commercial Appeal**

— and —

**The News Scimitar**

Memphis, Tennessee

I. D. BLOCK, Esq.,

Chairman of Examining Committee  
The Commercial Appeal,  
The News Scimitar

DEAR SIR— Memphis, Tennessee.

Agreeable to your request, we have examined the circulation records of THE COMMERCIAL APPEAL and in part of THE NEWS SCIMITAR, for the year 1910.

The results of the examination of The Commercial Appeal are presented herewith in an Exhibit termed:

"Statement of Circulation for the year 1910."

These examinations were conducted under certain instructions, rules and regulations prescribed by The News Scimitar, among others the following:

"Instructions not to include as paid circulation for either paper those papers for which the Company has not collected either from Carrier, Agent or Subscriber."

The Exhibit relating to The Commercial Appeal has been prepared strictly in accordance with the above instructions, but as The News Scimitar is no longer a party at interest, the verbal agreement as to territorial restrictions and boundaries has been ignored.

All books, records and accounts of The Commercial Appeal were freely offered for examination. The examination of The News Scimitar had proceeded to the extent of our having almost completed our record of circulation to be excluded under the instructions quoted above, when the management of that paper protested verbally to our representative and in writing to the Committee against such exclusion. The Committee not favoring the protest, our representative was handed, for perusal, a letter from G. D. Raine, of The News Scimitar, dated March 17, 1911, addressed to the Committee, in which he stated that if the Committee adhered to its proposition the examination would stop. Whereupon our representative withdrew.

Very truly yours,

THE AUDIT COMPANY OF NEW YORK.

*W. H. Manning*  
President.

*Wm. B. Russell*  
Secretary.

New York, March 27th, 1911.

THE JOHN BUDD COMPANY, Advertising Representatives

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Memphis, Tenn., March 29, 1911

Commercial Publishing Co., City.

Gentlemen:

We herewith hand you a copy of the Circulation statement received today from the Audit Company, of New York.

We wish to add that, throughout this investigation, you agreed to every stipulation made by this Committee.

Yours very truly,

I. D. B. By

By Blackman &amp; Co.

By Blackman &amp; Co.

J. H. Smith &amp; Son Co.

J. H. Smith &amp; Son Co.

The John B. Co.

The John B. Co.

The John B. Co.

The John B. Co.

The John B. Co.

The Audit Company of New York

Report on THE COMMERCIAL APPEAL  
Memphis, Tennessee

STATEMENT OF CIRCULATION FOR THE YEAR 1910

	Daily Average	Sunday Average
<b>FULL CASH PAID CIRCULATION:</b>		
<u>City:</u>		
Carriers .....	17,119	17,915
Newsboys and Stands .....	546	6,809
<u>Total City Full Cash Paid Circulation...</u>	<u>17,665</u>	<u>24,724</u>
<u>Country:</u>		
Agents, .....	24,412	40,529
Mail, .....	5,617	4,887
News Companies, .....	1,049	3,030
<u>Total Country Full Cash Paid Circulation</u>	<u>31,078</u>	<u>48,446</u>
<u>Total Full Cash Paid Circulation...</u>	<u>48,743</u>	<u>73,170</u>
<b>UNPAID CIRCULATION:</b>		
In Course of Collection, .....	432	618
Service and Complimentary, .....	1,150	1,133
<u>Total Unpaid Circulation</u>	<u>1,582</u>	<u>1,751</u>
<u>Total Circulation, .....</u>	<u>50,325</u>	<u>74,921</u>
<b>EXCLUDED FROM CIRCULATION:</b>		
Filed and Exchanged, .....	75	80
Sample and Special, .....	110	61
Returned and Allowed, .....	1,152	2,549
Left Over, .....	140	939
<u>Total Excluded, .....</u>	<u>1,477</u>	<u>3,629</u>
<b>TOTAL PRESS RUN, .....</b>	<b>51,802</b>	<b>78,550</b>

This Exhibit is subject to the Text of our Report,  
dated March 27, 1911.

Brunswick Bldg.,  
New York

Tribune Bldg.,  
Chicago

Chemical Bldg.,  
St. Louis



(Continued from page 9)

require the conclusion that it is entitled to establish restrictions with respect to future sales by those who purchase its manufactured product. It is said that the remedies "embody" the secret. It would be more correct to say that they are manufactured according to the secret process and do not constitute a communication of it. It is also urged that as the process is secret no one else can manufacture the article. But this argument rests on monopoly of production and not on the secrecy of the process or the particular fact that may confer that monopoly. It implies that, if for any reason monopoly of production exists, it carries with it the right to control the entire trade of the produced article and to prevent any competition that otherwise might arise between wholesale and retail dealers. The principle would not be limited to secret processes, but would extend to goods manufactured by any one who secured control of the source of supply of a necessary raw material or ingredient. But, because there is monopoly of production, it certainly cannot be said that there is no public interest in maintaining freedom of trade with respect to future sales after the article has been placed on the market and the producer has parted with his title. Moreover, every manufacturer, before sale, controls the articles he makes. With respect to these, he has the rights of ownership and his dominion does not depend upon whether the process of manufacture is known or unknown, or upon any special advantage he may possess by reason of location, materials or efficiency. The fact that the market may not be supplied with the particular article, unless he produces it, is a practical consequence which does not enlarge his right of property in what he does produce.

If a manufacturer, in the absence of statutory privilege, has the control over the sales of the manufactured article, for which the complainant here contends, it is not because the process of manufacture is kept secret. In this respect, the maker of so-called proprietary medicines, unpatented, stands on no different footing from that of other manufacturers. The fact that the article is represented to be curative in its properties does not justify a restriction of trade which would be unlawful as to compositions designed for other purposes.

*Second.* We come, then, to the second question, whether the complainant, irrespective of the secrecy of its process, is entitled to maintain the restrictions by virtue of the fact that they relate to products of its own manufacture.

The basis of the argument appears to be that, as the manufacturer may make and sell, or not, as he chooses, he may affix conditions as to the use of the article or as to the prices at which purchasers may dispose of it. The propriety of the restraint is sought to be derived from the liberty of the producer.

But because a manufacturer is not bound to make or sell, it does not follow that in case of sales actually made

he may impose upon purchasers every sort of restriction. Thus a general restraint upon alienation is ordinarily invalid. "The right of alienation is one of the essential incidents of a right of general property in movables, and restraints upon alienation have been generally regarded as obnoxious to public policy, which is best subserved by great freedom of traffic in such things as pass from hand to hand. General restraint in the alienation of articles, things, chattels, except when a very special kind of property is involved, such as a slave or an heirloom, have been generally held void.

Interesting reference is made to the book publishers' case against Macy's, New York, and also to the evolution of the restraint in trade idea:

Nor can the manufacturer by rule and notice, in the absence of contract or statutory right, even though the restriction be known to purchasers, fix prices for future sales. It has been held by this court that no such privilege exists under the copyright statutes, although the owner of the copyright has the sole right to vend copies of the copyrighted production. *Bobbs-Merrill Co. v. Straus*, 210 U. S. 339.

With respect to contracts in restraint of trade, the earlier doctrine of the common law has been substantially modified in adaptation to modern conditions. But the public interest is still the first consideration. To sustain the restraint, it must be found to be reasonable both with respect to the public and to the parties and that it is limited to what is fairly necessary, in the circumstances of the particular case, for the protection of the covenant. Otherwise restraints of trade are void as against public policy.

Finally, summing up the general questions involved reviewing the law's relation to selling policy, Justice Hughes concludes:

The present case is not analogous to that of a sale of good will, or of an interest in a business, or of the grant of a right to use a process of manufacture. The complainant has not parted with any interest in its business or instrumentalities of production. It has conferred no right by virtue of which purchasers of its products may compete with it. It retains complete control over the business in which it is engaged, manufacturing what it pleases and fixing such prices for its own sales as it may desire. Nor are we dealing with a single transaction, conceivably unrelated to the public interest. The agreements are designed to maintain prices, after the complainant has parted with the title to the articles, and to prevent competition among those who trade in them.

The bill asserts the importance of a standard retail price and alleges generally that confusion and damage have resulted from sales at less than the prices fixed. But the advantage of established retail prices primarily concerns the dealers. The enlarged profits



which would result from adherence to the established rates would go to them and not to the complainant. It is through the inability of the favored dealers to realize these profits, on account of the described competition, that the complainant works out its alleged injury. If there be an advantage to a manufacturer in the maintenance of fixed retail prices, the question remains whether it is one which he is entitled to secure by agreements restricting the freedom of trade on the part of dealers who own what they sell. As to this, the complainant can fare no better with its plan of identical contracts than could the dealers themselves if they formed a combination and endeavored to establish the same restrictions, and thus to achieve the same result, by agreement with each other. If the immediate advantage they would thus obtain would not be sufficient to sustain such a direct agreement, the asserted ulterior benefit to the complainant cannot be regarded as sufficient to support its system.

The complainant's plan falls within the principle which condemns contracts of this class. It, in effect, creates a combination for the prohibited purposes. No distinction can properly be made by reason of the particular character of the commodity in question. It is not entitled to special privilege or immunity. It is an article of commerce and the rules concerning the freedom of trade must be held to apply to it. Nor does the fact that the margin of freedom is reduced by the control of production make the protection of what remains, in such a case, a negligible matter. And where commodities have passed into the channels of trade and are owned by dealers, the validity of agreements to prevent competition and to maintain prices is not to be determined by the circumstance whether they were produced by several manufacturers or by one, or whether they were previously owned by one or by many. The complainant having sold its product at prices satisfactory to itself, the public is entitled to whatever advantage may be derived from competition in the subsequent traffic.

In a nutshell the Supreme Court seems to have enunciated this doctrine: that a manufacturer has a right to monopoly of *manufacture*, but not to monopolistic control of the *sale* of his goods through their channels of distribution.

#### JUSTICE HOLMES' DISSENTING OPINION

Vigorous and pointed, however, is the language of Justice Holmes in dissent to the above opinions. His literary style is refreshingly clear after Justice Hughes' word-involutions, and is a tribute to his literary antecedents.

I suppose that the reason why the contract is held bad is that it is part of a scheme embracing other similar con-

tracts each of which applies to a number of similar things, with the object of fixing a general market price. This reason seems to me inadequate in the case before the Court. In the first place by a slight change in the form of the contract the plaintiff can accomplish the result in a way that would be beyond successful attack. If it should make the retail dealers also agents in law as well as in name and retain the title until the goods left their hands I cannot conceive that even the present enthusiasm for regulating the prices to be charged by other people would deny that the owner was acting within his rights. It seems to me that this consideration by itself ought to give us pause.

But I go farther. There is no statute covering the case; there is no body of precedent that by ineluctable logic requires the conclusion to which the Court has come. The conclusion is reached by extending a certain conception of public policy to a new sphere. On such matters we are in perilous country. I think that, at least, it is safe to say that the most enlightened judicial policy is to let people manage their own business in their own way, unless the ground for interference is very clear. What then is the ground upon which we interfere in the present case? Of course, it is not the interest of the producer. No one, I judge, cares for that. It hardly can be the interest of subordinate vendors, as there seems to be no particular reason for preferring them to the originator and first vendor of the product. Perhaps it may be assumed to be the interest of the consumers and the public. On that point I confess that I am in a minority as to larger issues than are concerned here. I think that we greatly exaggerate the value and importance to the public of competition in the production or distribution of an article, (here it is only distribution,) as fixing a fair price. What really fixes that is the competition of conflicting desires. We, none of us, can have as much as we want of all the things that we want. Therefore, we have to choose. As soon as the price of something that we want goes above the point at which we are willing to give up other things to have that, we cease to buy it and buy something else. Of course I am speaking of things that we can get along without.

The conduct of the defendant falls within a general prohibition of the law. It is fraudulent and has no merits of its own to recommend it to the favor of the Court. An injunction against a defendant's dealing in non-transferable round-trip reduced rate tickets has been granted to a railroad company upon the general principles of the law protecting contracts, and the demoralization of rates has been referred as a special circumstance in addition to the general grounds. *Bitterman v. Louisville & Nashville R. R. Co.*, 207 U. S. 205, 222, 223, 224. The general and special considerations equally apply here, and we ought not to disregard them, unless the evil effect of the contract is very plain. The analogy relied upon to establish that evil effect is that of combinations in restraint of trade.

## Has Never Lost a National Advertiser in

Here is perhaps the most consistent record of successes ever won by a magazine.

Within the past year scores of national advertisers have tried out the "small-town" field through *THE PEOPLE'S HOME JOURNAL*, and yet *we have lost not one of these advertisers.*

*THE PEOPLE'S HOME JOURNAL* has "delivered," in every instance, and as a result of the showing made, nearly all of these national advertisers who thus tried out the "small-town" field have increased their space in *THE PEOPLE'S HOME JOURNAL* or added additional "small-town" mediums.

Look—on the page opposite—at the magnificent list of national advertisers who have proven the worth of the "small-town" field by using *THE PEOPLE'S HOME JOURNAL*.

National advertisers are coming to realize more and more every month that the most reliable and economical test of the "small-town" field is a try-out campaign in *THE PEOPLE'S HOME JOURNAL*.

## Trebles His Business in Small-Town Field

One of the biggest advertisers in the country has *trebled* his business among dealers in cities and towns under 25,000 in scarcely more than a year.

His sales in the "small-town" field have jumped from 14% to over 50% of his total volume.

He did it by spending a *part* of his advertising appropriation in magazines which circulate exclusively in the "small-town" field.

The first magazine he used—the one that revealed to him the tremendous opportunities in the "small-town" field—was *THE PEOPLE'S HOME JOURNAL*.

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# 94 Per Cent of Circulation in Towns Under 25,000

The cause of the wonderful pulling power of *THE PEOPLE'S HOME JOURNAL* is apparent at a glance.

*Its circulation is confined exclusively to the BEST homes in the "small-town" field.*

Of its *NINE HUNDRED THOUSAND* subscribers, *all of whom pay yearly in advance, NINETY-FOUR PER CENT* are "small-town" dwellers.

*THE PEOPLE'S HOME JOURNAL* lays no claim to covering the entire "small-town" field. No *six* publications could be expected to reach Fourteen Million Families.

But we do claim—and the facts bear out the assertion—that the most economical medium through which to reach 900,000 of these "small-town" families is *THE PEOPLE'S HOME JOURNAL*, and that the advisability of your becoming an extensive, permanent advertiser in "small-town" mediums can most readily be determined by a try-out campaign in *THE PEOPLE'S HOME JOURNAL*.

## National Advertisers Who Use The People's Home Journal

Onyx Hosiery  
Quaker Oats Products  
Diamond Dyes  
Postum Cereal Products  
Nestle's Food  
Crystal Domino Sugar  
Ostermoor Mattresses  
None-Such Mince Meat  
Rising Sun Stove Polish  
John Wanamaker  
Lerna Flannels  
Arnica Tooth Soap  
Poroskuit Underwear  
Bissell Carpet Sweeper

Wm. Wrigley, Jr.  
Eddystone Prints  
Cuticura Soap  
Control Ranges  
Crawford Ranges  
Coca Cola  
Shaker Salt  
Sanitas Oilcloth  
Lifebuoy Soap  
Pears' Soap  
Jap-a-Lac  
Jello  
Junket  
Holeproof Hosiery  
Knox Gelatine

Swift & Company Products  
Rogers Bros. 1847 Silverware  
Consolidated Safety Pins  
Old Dutch Cleanser  
Van Camp Pork and Beans  
N. K. Fairbank Products  
Colgate & Company Products  
Am. Telephone & Telegraph Co.  
Standard Varnish (Elastica)  
W-W-W Rings and Jewelry  
Velvet Grip Garters  
Hartshorn Shade Rollers  
Palmolive Soap and Cream  
Corn Products Company

Let us send sample copy, analysis of circulation, rate card, etc. Address

# THE PEOPLE'S HOME JOURNAL

Established 1885

**F. M. LUPTON, Publisher**  
(Incorporated)  
**NEW YORK**

J. P. BALMER  
Western Manager  
Chicago

Jos. A. MOORE  
Advertising Manager  
New York

# Records

New records of efficiency in producing results have been made by Good Housekeeping Magazine during the past year or more. It is quite evident to our advertisers that our readers have come to regard the advertising section as an integral part of the magazine, and as worthy of careful consideration as are the editorial pages.

No tricks of position are required to make advertisements produce splendid results. The lower inside of a left hand page will bring returns which compare more than favorably with the generally selected positions in other forms of make up.

The intense loyalty of over 300,000 readers is one of the most striking facts in the advertising field today.

There is no waste to this circulation.

## GOOD HOUSEKEEPING MAGAZINE

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NEW YORK

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## THE INS AND OUTS OF SAMPLING

NARROWING DOWN THE QUESTION  
TO PRACTICAL CONSIDERATIONS—  
HOUSE-TO-HOUSE SAMPLING AS  
PRELIMINARY AND ACCESSORY TO  
ADVERTISING—STANDARDIZING DE-  
TAIL

By Charles W. Hurd.

### II.

"If I were a manufacturer with \$200,000 or \$300,000 to spend in pushing my product, and any agent came to me with a proposition to put it all into magazine and newspaper advertising without any provision for supplementary work on trade or consumer, I'd run like the dickens!"

This from a nationally known business man, who has had a very wide experience in advertising. He is one of the strongest advocates of advertising. But he also believes in sampling, including house-to-house sampling, when the conditions permit, as an *accessory*, or as a *preliminary* to advertising.

"Because the cost of sampling Chicago, say, at five cents per family, will afford twenty-two full pages of advertising in each of all the leading daily papers, it doesn't follow that the newspapers will necessarily produce bigger results.

"They may or may not. To assume that they would is begging the question at issue. I don't believe that anybody alive can tell offhand the relation of advertising and sampling. I don't believe there is a definite relation in the sense assumed, because sampling means very many things, and so does advertising. How thoroughly, for instance, do you mean to sample? At what cost? What's your product? Or what kind of copy? When and where? I see a score of elements that enter into the proposition. It's hard enough to size up an individual case; I would hate to lay down a general law. But I don't hesitate to believe that most of the national manufacturers who have used sampling and

are using it to-day have *proved* the economy of the practice so far as their own propositions are concerned."

This is helpful, so far as it goes, to the manufacturer who has not proved it to himself and is hesitating as to just what further form he will give his campaign, or who has not got the results out of sampling that he thinks he should and is considering dropping it for something else.

"Is there anything in sampling for me?" he asks. "Will it start that rapid-fire demand for my product that will help me to get distribution? Will it work me quickly up to the point where I can advertise on some scale? I know others are doing it, but have I got the right sort of a proposition for it?"

Granting that nobody can answer the question offhand, we may assemble a few facts and considerations which may help him to answer the question for himself.

"Selling," says Hugh Chalmers, "is *teaching*." So for the purpose of getting the full significance of it, we may put the manufacturer's question this way: Will sampling help him to *teach* the public all about his product? Will the samples, put into the hands of the people, with an oral explanation, interest them more, and interest more quickly, than would the printed story alone? Or put even more baldly, do seeing, handling, perhaps testing, make a thing more real?

Nobody ever disputed it. To admit it does not weaken the argument for advertising. The advertising man, when he objects to house-to-house sampling, does so on other grounds entirely. "Then again, 'the sample,'" he says, "is only half the story." Unless it is *properly* explained, it may create a sentiment just the reverse of favorable. And that is true. Sampling, if it is badly done, is very wasteful.

But, on the other hand, if it is properly done, sampling is very effective. It is so effective that as a practice it has more than held its own, and it is beginning to receive very serious consideration

as one of the variable elements in selling which can be standardized and improved to an almost infinite extent. Systematic attention may render it possible to cut down the cost of samples, and of sample distribution, and at the same time increase the efficiency of the sampling crews. The personal equation is a big factor in the sampling proposition, just as it is in the selling one. Realizing this, some houses now train their samplers. High-grade talk is put into the mouths of low-grade men, and the men are lifted and braced, and so shaped and governed in manner and appearance as to be, for the particular purpose, picked men—*actors* with something more than a walking part in the drama of commerce.

Whatever other qualities it has, the article to be sampled should have this most important one: It should be *unique*; it must have talking points. The uniqueness may be in the article itself, which is best; or in the mode of manufacture, which may suggest unusual cleanliness or culinary advance; or it may be in the wrapper, which is desirable, too; or last it may be in the name, the trade-mark and the advertising, where at the very least it ought to be. Take Shredded Wheat, Uneeda Biscuit, Quaker Oats, Crystal Domino Sugar, and any one of a dozen kinds of well-known laundry soaps. They all differ in kind of uniqueness, but some kind of uniqueness they must have in order to advertise or to sample.

It all simmers down to this, that when you sample, you are taking your case to the court of last resort, where the question is going to be settled right on the spot. Your sampling is a demand on the time and attention of the housewife, and you've got to justify that demand. You've got to make her feel it was worth while for her to look and listen, or you haven't made it worth while to yourself. Can you do it? That's the important question.

This court of last resort sometimes reverses its rulings. In one case of the kind, what appeared

at first to be a most serious objection was converted into a very strong recommendation—a *unique* talking point. The manufacturer of a food product had put it upon the market and started a large demand with some very effective advertising and dealer support. Re-orders did not, however, follow, and inquiry developed the fact that people had balked at the flavor of the food which suggested spoiling in the preparation. This was not the case. The flavor was an incident of the process of preparation and could not be disguised. It had been thought best to ignore this before. Now, however, after the failure of the campaign, it was necessary to face the issue, and the manufacturer went to the public with the information that the supposed defect was a virtue, was the very thing which proved the genuineness of the claim of special process. Immediate success followed.

Popular demand is not, however, the sole criterion in determining the advisability of sampling—the cost of the sample has something to do with it. It is for the manufacturer himself, however, to say how much he is willing to spend to get a market.

The size of the sample is another consideration. Experience shows that it will not do to sample a full-size package. It suggests that the house is giving its goods away, and thus cheapens the product in the popular mind. A good many distributors have burnt their commercial fingers learning this. The rule is, whether for soap or breakfast food, or what not: Let the sample be *smaller* than the regular package.

It would be a great mistake, however, to go to the other extreme and make the sample too small. Soap manufacturers, for example, have found that unless their sample is large enough to let the housekeeper make a full Monday try-out, they will earn the name of being stingy.

Selling price and margin of profit are so obviously a matter of care that little need be said.

Rapidity of consumption, is, however, as pointed out, one of

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the great essentials of a sampled product. The sample must be quickly used up to start the chain of orders. Continued use will, if the article have merit, deepen the customer's satisfaction and inhibit the impulse to respond to other appeals. This explains why sampling is confined largely to the grocery and drug lines, which minister to the commonest human wants. But any product susceptible of rapid consumption could, if the other elements were right, be economically introduced by sampling. Practically all of the cigarette manufacturers make use of the method. Tea is now being sampled and even demonstrated from house to house, with success.

When the question of advisability has been decided, there are still other questions to be settled. How to link up the sampling with the advertising and with the dealers deserves thought. Then there is the detail of the campaign.

It is possible to sample without advertising and it may even be advisable to do so in the beginning, until the existence of a demand has been demonstrated, and some measure of distribution secured. The only objection to be urged against this course is the delay involved, but it is a question if this delay is not a good thing, allowing time for the discovery and correction of weak spots in the proposition. Throwing up an expensive factory and jumping out a large force of salesmen in an effort to keep it busy, before it is absolutely certain how the public is going to take to the product, have proved disastrous to more than one manufacturer. Moreover, selling and sampling, tried alone at first, will afford a valuable basis for estimating the relative efficiency of the several methods of creating demand, both alone and in combination.

But in starting the campaign, sampling has another value; it is a great help in stocking the dealer, who is apt to be prejudiced in favor of a real demand and likes to get up an enthusiasm after the fact. Yet stocking him

## Discriminating Women

To want the BEST is a habit with Ladies' World readers. They are discriminating and know where to look for information. They know the advertising columns of The Ladies' World thoroughly—they study them. They also know the articles advertised are of the right quality, for they purchase them. Here is evidence:

"Gentlemen:

"Sherwin-Williams Paints have been used in our section with entire satisfaction for years. We have learned by experience that Sherwin-Williams Paints are the best. In this country the high winds, hot sun and dust are hard on any paint, so we use that which we know is best, for in the long run it is cheaper.

"Mrs. J. C. W———

"Nortonville, Kans."

Our editor receives hundreds of letters each week containing favorable comment on the quality of goods advertised in The Ladies' World. This "quality" atmosphere is an advantage to every advertiser.

THE  
**LADIES' WORLD**  
NEW YORK

in some degree before the demand begins is almost a necessity, otherwise a good portion of the demand will be lost, deflected to something else "just as good." By means of sampling, small orders from the dealer contingent on sampling can easily be converted into large orders when the sampling begins to pull.

In selecting a territory for sampling, the most experienced managers carry the principle of proceeding along the line of least resistance out to the limit. It is seldom worth while to sample all of a town. One concern goes so far as only to touch one-seventh of the families. Another house goes after only one-third. Both finds it pays better to move oftener than to put in time on relatively unproductive territory. They skim the cream and trust to the advertising and dealer support to bring in the slow ones.

It is poor business to sample a town just after some other house has done so, or even just before; exclusive attention is worth striving for. For the same reason, times of local celebration are to be avoided unless linked up in some special way with the proposition.

The most successful of sampling houses have the most elaborate system of reporting and recording the results of sampling. They know the costs of each item in the total. No campaign, even in a single town, is undertaken without the fullest preparation. The number of samples, their destination, the number of men to be employed, the names, the supervisor, the estimate of expense, based on previous work of the same character—all these are entered upon forms in duplicate. One form is kept in the office and the other handed to the supervisor. The latter thus knows what is expected of him. At the close of every day's work he must enter the results, expense, etc., upon the form. Thus from day to day, week to week, and month to month, grows the record of results, affording the most precise information about all campaigns, in different sections and at dif-

ferent times, and suggesting greater and greater efficiency.

In general, then, summing up the programme to be considered before the actual task of engaging and training the men and starting them out is undertaken, it must be realized that sampling, like every other part of selling, is a complex thing and must be carefully analyzed before it can be perfected. The principles of modern business management can be laid under tribute. Methods can be employed which will reduce error to a minimum. Low-grade men under proper supervision can be made to do more and do it better and more economically than higher-grade men running wild. Every movement, every word, every conversation, can be foreseen, and trained into the men so as to produce results. It can be, because it is being done now.

(To be continued)

#### HINT FROM MAIL ORDER HOUSES

The Rockford, Ill., Ad Club, on March 28, heard an address by W. J. Pilkington, editor of the *Merchants' Trade Journal* of Des Moines on "The Retailing of Merchandise and Advertising as a Science." "Hot air," Mr. Pilkington said, "has no place in advertising. It is not read and therefore wastes valuable space." He contrasted advertisements from small town papers and those from mail order catalogues, "showing," he said, "that the reason mail order houses sell their goods is to be found in the thorough description given each article and the illustrations accompanying it. The American people want information and the merchant who gives it in his advertising is the man who would reap the greatest success. The business man who would attain the greatest success is the one who does not measure everything by the dollar sign."

#### HOWLAND-GARDINER COMPANY NOW

William Ray Gardiner has purchased an interest in the H. S. Howland Advertising Agency of New York, which hereafter will be known as the Howland-Gardiner Advertising Company. The headquarters are at 20 Broad street.

The Cleveland *News* announces the appointment of the L. H. Crall Company, Tribune Bldg., Chicago, as its Western special representative.



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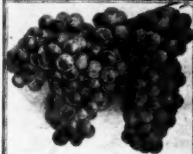
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**NORTHWEST  
FARMSTEAD**


**The  
Leaders  
of the  
Weekly  
Farm  
Press**


**FARMER**


## **The Four Orange Judd Weeklies**

**425,000 Circulation**

Known the world over as the leading advertising mediums for reaching the prosperous business farmers of this country. **NORTHWEST FARMSTEAD** covers the Northwest; **ORANGE JUDD FARMER**, the Central West; **AMERICAN AGRICULTURIST**, the Middle and Southern States; **NEW ENGLAND HOMESTEAD**, the New England States. There is purchasing power in this circulation. The reliability of all advertisements guaranteed.

**ADVERTISING RATES ON REQUEST**

**ORANGE JUDD COMPANY**

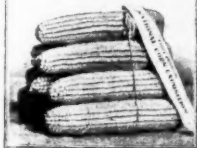
Headquarters: 315 Fourth Ave., NEW YORK

**Western Offices:**

1209 Peoples' Gas Bldg., Chicago, Ill.  
335 Palace Bldg., Minneapolis, Minn.

**Eastern Office:**

1-57 West Worthington St.  
Springfield, Mass.


**AMERICAN  
AGRICULTURIST**


**Read  
by  
425,000  
Live  
Thinking  
Farmers**


**NEW ENGLAND  
HOMESTEAD**


## THE PRICE-CUTTING CANKERWORM

DISORGANIZATION AND LOSS INVOLVED IN THE PERSISTENT EFFORT TO DRAG DOWN PRICES—COMMUNITY OF INTEREST BETWEEN MAKER AND RETAILER—FROM ADDRESS BEFORE SPRINGFIELD PUBLICITY CLUB

By M. L. Wilson,

Of the Blackman-Ross Company, New York.

It has been my good fortune to make several trips through the dry-goods jobbing trade from New York to Omaha; from St. Paul to Baltimore. I went with a salesman of a new brand of knit woolen goods. I went with him to try and impress this matter of responsibility upon the jobbing trade, since his house was spending money in advertising. I had a very interesting time. I learned a lot. I never knew before how big a man a buyer was, nor how small. The average salesman's job is no bed of roses. But on the whole we succeeded. Their orders and re-orders distinctly showed that the jobbers thought there must be something in what we said. This trip impressed upon my mind the fact that it was a hard thing for an advertiser to succeed if the trade could not be made to see that they were losing something if they did not back up the advertiser to their trade.

The interests of any manufacturing unit are identical with the distributing units, and the interests of each one of these distributing units are identical with several manufacturing units. Through the whole stream of business runs a distinct current of mutual responsibility. The more this responsibility is felt, the sounder will be the basis of working—the more permanent will be the results.

When a manufacturer starts to spend money on advertising, this matter of responsibility looms up at every turn. There is the responsibility to his business which

must fall on the advertiser. There is the responsibility to the advertiser, which falls on the agent who places the advertising, and who tries with all the strength he has to make the expenditure profitable. And there is the responsibility to the advertiser of the man who sells the goods to the consumer.

In large stores especially the buyer is a mere tool of the merchandising man. He goes to this official and really buys as he is told.

If he is a free agent, he often buys by favor, with prejudice or in ignorance. He won't listen. Nine times out of ten he buys on price, on apparent profit.

He is apt to be hidebound in his purchases—buying this year what he bought last for no better reason than that he knows the salesman. He is also sometimes underpaid, and that is tempting Providence. I know of a large account which was saved by a box of candies handed the lady buyer at the psychological moment.

The cankerworm under half the merchandising problems is price cutting. We see prices on trade-marked goods hammered down to a point where there is no profit. Who does it? The advertiser? No!

The retailer? Yes, primarily. This cutthroat policy has been going on amongst the jobbers for a long time. Look at the dry-goods jobbing business in New York! Only a few years ago we had five big firms; of these two remain, the larger controlling the smaller.

*Price cutting has killed more good things in merchandising than any one single factor.*

The general advertiser needs the dealers' help—help against themselves. For years he works and works, spending his money to make his goods popular to sell them through dealers. Finally they begin to feel the demand. Then they decide it has come to stay. They feature his goods. Their competitors feature them. They cut. They cut again. And the manufacturer is helpless.

I know a manufacturer who

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sold his merchandise at a restricted jobbing price. He could not control the retail price. When the goods were introduced in Chicago rival merchants got hold of them. And they didn't do a thing to the price! When it was all over the death-knell was rung in Chicago as far as any business for him was concerned and he has done nothing there since. That was four years ago.

I know a tooth powder selling practically at cost, due to continued price cutting. The manufacturer, four year ago, tried to put it on a better basis, to give the retailer his legitimate profit. Up rose the jobbing trade and to a man objected and bluffed him out of it. Had they supported him the retailers would have made twenty-five per cent more on this article than they do to-day. They have to sell it. The retailer is rearing in the whirlwind what he sowed in the wind.

Don't say the retailer does it for any charitable reasons for the consumer. He doesn't. He follows the leader and incidentally sells in one direction openly at an unreasonable loss to acquire in another direction covertly an unreasonable gain. Otherwise he would fail.

The ultimate result of a number of stores in a merchandising community cutting prices is to nullify the object of the cutting. The net result is universal loss of legitimate profits by the merchants in that community.

I have never been able to figure out why honest merchants, and I believe most are honest, can't get together and league against this butchering legitimate profits. Minimum price agreements will do much.

E. A. Cooper has been appointed general advertising agent at Denver of the Colorado & Southern railroad, vice E. T. Hartman, who resigns to become general manager of the Curran Company.

Edwin Chubb-Fuller, an advertising writer of Grand Rapids, Mich., has begun suit to collect \$2,000, alleged to be due for salary, against the Packard Land Company, of Pensacola, Fla.

*"The Standard Paper for Business Stationery"—"Look for the Watermark"*

## Those Tough Envelopes

*"The only complaint I have to make about your firm is that your envelopes are so hard to cut open."*

So said the Treasurer of a large corporation to the writer of this page.

Haven't you noticed that same firmness of fibre about some of the letters you receive? It not only signifies very good stationery, but in nine cases out of ten it identifies

## OLD HAMPSHIRE BOND

The tougher the envelope the better the paper—also the better the envelope. For an envelope is first of all a container, and should be strong enough to insure the safety of every enclosure.

Let us send you the Old Hampshire Bond Book of Specimens. It contains suggestive specimens of letterheads and other business forms, printed, lithographed and engraved on the white and fourteen colors of Old Hampshire Bond.



Write for it on your present letterhead. Address.

## Hampshire Paper Co.

The only paper makers in the world making bond paper exclusively. Makers of Old Hampshire Bond, "The Stationery of a Gentleman" and also Old Hampshire Bond Typewriter Paper and Manuscript Covers.

## SOUTH HADLEY FALLS MASSACHUSETTS

*Made "A Little Better than Seems Necessary"—"Look for the Watermark"*

# The Typewriter King of Mexico



Some fifteen years ago, a long, lank Kentucky youth struck out to seek his fortune.

The bicycle fever was at its height and William A. Parker—for that's the name of the "hero" of this little business story—secured a position as agent for one of the large bicycle manufacturers.

## The **OLIVER** Typewriter

*The Standard Visible Writer*

His firm sent Parker to the City of Mexico, and he was soon selling bicycles in Spanish at a rate that astonished the natives.

One day an official of the Wells-Fargo Express Company came down to the City of Mexico with an Oliver Typewriter. Parker saw the machine. It was a case

of love at first sight. He gave up the bicycle business and secured the Local Agency for The Oliver Typewriter.

Parker started out to convert a nation to a machine that up to that time had scarcely been heard of in Mexico.

It was a stupendous job and meant years of striving against overwhelming odds.

To make a long story short, William A. Parker is today the Typewriter King of Mexico. He controls the sale of The Oliver Typewriter in the entire republic.

He has many branch offices, heads an army of agents, and the Mexican Government reports show that more Oliver Typewriters are imported into Mexico every year than all other makes of typewriters combined.

Mr. Parker is an important figure in Mexican commercial affairs, stands high with the Government, and is rapidly accumulating the fortune he started out to seek.



# You Can Be the Typewriter King in YOUR Community!

What would you give to hold an Exclusive Agency Contract, direct from The Oliver Typewriter Company—a document giving you absolute control of all sales of *The New Oliver Typewriter—the latest model—the great No. 5—in your community during the entire life of the arrangement?*

—The same scepter of power that has enabled Wm. A. Parker to dominate the typewriter situation in Mexico.

—A Contract that carries with it attractive possibilities of Profit and the personal Prestige that comes from being actively associated with one of the foremost industries of modern times. We offer to *one man* in every city, town and village—THE MAN OF MASTERFUL PURPOSE—this remarkable business opportunity.

The **OLIVER**  
Typewriter

*The Standard Visible Writer*

The Local Agency for The Oliver Typewriter admits you to an International Sales Organization that is widely famed for the wonderful sales records it has made.

We ask for *loyal service*, yet demand no more of your time than you choose to give to the work. Whether you work one hour or ten hours a day, is left to your own discretion. We set no limit on your earnings.

## **The Famous "17 Cents a Day" Plan**

This plan sweeps aside the objection—"I can't afford The Oliver Typewriter." *The Local Agent is authorized to sell The Oliver Typewriter for 17 Cents a Day!* He collects and sends in the small first payment, then we attend to the details.

The liberality and convenience of the Penny Purchase Plan is adding thousands to the list of Oliver Typewriter owners.

## **Promptness Wins! Write at Once**

Wherever you live and whatever your present work, this proposition should command your *immediate* attention. The mail is none too fast to speed your application for the Agency.

Write for "Opportunity Book" and full information without delay.

*Address Agency Department*

**The Oliver Typewriter Co. 311 Oliver Typewriter Building, CHICAGO**

## THE IDEA BEHIND THE "LOCOMOBILE BOOK"

A HANDSOME PUBLICATION IN  
BOARDS AND THE SELLING PLAN  
BEHIND IT—GETTING AWAY FROM  
THE CROWD—MAKING IT WORTHY  
OF THE LIBRARY

*By J. A. Kingman.*

Advertising Manager, Locomobile Com-  
pany of America.

For a variety of very good reasons, practically all of our advertising for the past few years has been pictorial and photographic.

We have not made any effort to tell our story completely or to give reasons for purchasing, but on the other hand to show our car in its proper environment; to perpetuate our trade-mark; and to throw an atmosphere around our product that would be dignified, that would reflect the quality of the product, and that each advertisement would have its share in the building up of a series of good impressions one after the other.

Now it is impossible to tell from advertising of this sort just how effective it may be for a short period, or how valuable certain publications may be in which such advertisements are inserted. Consequently it is not well suited to every automobile, and it takes, of course, some time to find out whether the combined advertising and selling campaign is accomplishing the best results.

In 1907 I planned and wrote a catalogue that was on different lines from anything that was then being used in the automobile bus-

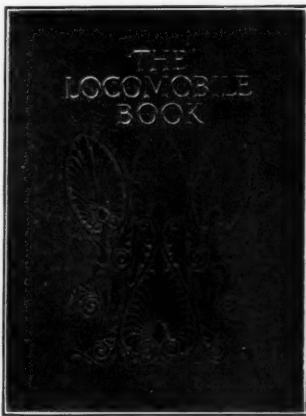
iness and I called this the "Locomobile Book" on account of the amount of information contained therein. The year following, and up to and including 1910, we produced four books in all of this series. Now the idea back of the 1911 "Locomobile Book" is simply an extension of the book issued in 1907, only put in library form for convenience in reading, and having some other features that you will no doubt notice in looking over this book.

In 1907 our book was a novelty on account of the size and shape, the forty-eight pages that it con-

tained, and the large number of illustrations. Since that time the size and shape of this book have become almost universal, and I thought that for 1911 it would be a good thing to get out something different, there being so much value in novelty, or at any rate, variety.

Our advertising in the standard monthly and weekly publications is in-

tended, in a word, to stimulate interest in our car in a dignified manner, to make each advertisement attractive so that when a man thinks of a Locomobile his impression is a favorable one. Our car is an expensive one, and if we were to argue about it, or to talk about it too much, it would undoubtedly help to get some sales, but on the other hand might not make the right kind of impression in other quarters. The purpose of the "Locomobile Book," therefore, is to tell our whole story and to tell it to a man when he is alone, and not when we are competing with a whole lot of



A HANDSOME AND THOROUGHGOING BOOK

other automobile advertisers who are all shouting their loudest at the same time. The "Locomobile Book" gives the reasons for buying our car, tells how it is made, the service it has given, and in a series of elementary views it shows how the various parts are made and put together. It also gives information that any automobilist wants to refer to from time to time, and for this, and for the purpose for which it is put out, it is kept; being put in the bookcase instead of being thrown away with other trade literature. I want to say that this book is not an extravagant piece of advertising literature, because there is no color whatever, and the halftones are in many cases made from straight photographs without retouching, and printed, of course, all at once. The book cost more than last year's book it is true, but it takes the place of three booklets and I do not believe our printing bill for 1911 will be one bit more than for 1910. The impression that the new book

is making will, of course, be a very valuable thing for our company, so far as I am able to judge personally. The book is not extravagant and it is not intended to make that impression.

---

WILLIAM P. LEECH TO MANAGE  
NEW YORK JOURNAL

---

William P. Leech has been appointed business manager of the New York *Evening Journal* to succeed the late Thomas T. Williams.

Mr. Leech was fourteen years with the *Detroit News*. Later, in 1898, he took charge of the *Washington Times*. In 1902 he became business manager of the *San Francisco Chronicle*. Three years afterward he took charge of the *Chicago Evening American*, the Hearst paper. His record there lifted him into such prominence that he has been regarded as one of the leading newspaper managers in the country. He is said to have been offered an unprecedented salary to return to the *San Francisco Chronicle*. Mr. Leech's headquarters will now be in New York City. He will, nevertheless, continue for the time at least in control of the *Chicago American*.

James P. Dayton, representing the three Hearst evening publications, will hereafter also take charge of the local advertising of the *New York Journal*.

# The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel

# Collier's Columns

— ask your agent

**Do** you know the circulation of the publications you are using?

Have you ever tried to find out?

Shouldn't you know?

If the publication guarantees its circulation, what does the guarantee mean?

Do you get a refund in case of shortage?

Are you doing business with an advertising agency that dares to insist on publishers giving these vital facts, that mean or ought to mean so much to its clients?

*Ask* your agency to give you these facts.

Know what you are buying!

Ask your agency if it is not true that **COLLIER'S** is the only publication that gives you these facts.

**\$2.50 a line**—less for quarter pages and larger space—for over 500,000 homes.

A rebate pro-rata guaranteed every advertiser, for any fall of circulation below 500,000.

*T. L. Patterson*

Manager Advertising Department

## Collier's

THE NATIONAL WEEKLY  
410 WEST 13TH ST.



# The Housekeeper



**L**ONG before the purchase of The Housekeeper—long before we even considered such a purchase—we had the feeling that much of the contents of women's magazines assumed in their audience a taste and a financial ability quite beyond the reach of the average reader, and there seemed to us to be a real opportunity for a publication which should aim directly at the every-day woman with a policy definitely practical.

It was this element in the character of The Housekeeper which first attracted us to it.

We hope, of course, to better The Housekeeper, but nothing is further from our purpose than merely to duplicate, or to imitate at all, any one of the other women's journals. In our effort to present an ideal of home administration we shall have constantly in mind the type of woman and the type of home to which The Housekeeper makes its present appeal.

In other words, our hope is to improve the character of the publication as already developed rather than to make any radical departures in policy or purpose.

Under our management The Housekeeper will not lose the individuality which has distinguished it from other women's publications, and which has given it a particular hold in the Middle West

—in over 400,000 homes.

**A concentrated circulation  
in these twelve States**

Ohio	Iowa
Indiana	Minnesota
Michigan	North Dakota
Wisconsin	South Dakota
Missouri	Nebraska
Illinois	Kansas

*E. L. Patterson.*

*Manager Advertising Department*

416 West 13th Street, New York

**COLLIER & NAST, Incorporated**

## A FEW POINTS IN BUYING PRINTED MATTER

ELEMENT OF PRICE VERY VARIABLE—  
NECESSARY TO ANALYZE WHAT  
BID MEANS—KIND OF PAPER A  
VITAL FACTOR—IMPORTANCE OF  
GETTING BIDS ON DEFINITE SPECI-  
FICATIONS—ADDRESS BEFORE MIL-  
WAUKEE AD CLUB

*By Wm. S. Miller,*  
Advertising Manager, Allis-Chalmers  
Company, Milwaukee.

### II.

If the catalogue is not to be illustrated, it will not be necessary to use an enameled stock, in which case the best effects can often be obtained by using a comparatively cheap book or writing paper. Paper of this nature can be had at from four to eight cents a pound. If the book be of a technical nature and is to be used for reference, it may be necessary to use a high-grade bond paper in order to get sufficient strength. In the use of bond paper, however, you must be careful not to get a paper that is too thin, as the printing is likely to show through and make a very dirty appearance. If it is necessary to have the sheets thin and yet not transparent there are special grades of paper made for this purpose that come in the general class known as "India" or "bible" papers. They are quite expensive and as a rule have to be ordered far in advance as they are rarely carried in stock by paper houses and usually have to be ordered from Germany.

Different pressroom methods are largely matters of local practice in different print shops. In a first-class print shop the "make-ready" is given most careful attention, and it not infrequently happens that as much time is consumed in this part of the work as in the actual run after the press is started. By "make-ready" is meant the trying out and adjusting of the type and cuts to obtain the best possible results in the printing. All type whether it be from a type foundry, from a linotype or from a monotype

machine is supposed to be exactly the same height, and the half-tones and cuts must necessarily be made the same height. It happens, however, that there is usually a slight variation and it is necessary, particularly in halftone work, to compensate for this variation by the practice known as "underlaying." Underlaying is usually applied to cuts and is done by putting paper under them to give additional thickness. Overlaying is accomplishing the same thing by building up the tympan of the press. The ability of a pressman in a high-grade print shop is based largely upon his ability to make an overlay. If after an impression is taken in the press, the pressman finds upon examining the proof that at certain places the printing is not distinct, indicating that the type is short at these points, he cuts out thin sheets of paper and pastes them on this proof sheet at the points where the printing was indistinct. Then this proof sheet is inserted on the tympan in such a way that the cylinder will be made slightly larger in diameter at the points where the type needs building up. A good pressman should be so expert at this work that he not only compensates for the difference in height of type and cuts, but also makes up for inequalities in the color or tone in halftone engravings. For instance, if he has two halftones to be run on the same page, one light in color and the other dark, he will overlay the light cut so as to cause it to take a stronger impression than the other, and by so doing make the two cuts print more nearly alike in color. The ability to get the very best possible results from the cuts furnished is one of the things that distinguishes a good house from a second-rate job shop, and it is also one of the things that makes it necessary for a good printer to charge more for his work.

In respect to the quality of the press work, print shops can, I think, be divided into three classes. The first is the *small job shop* which does not often do catalogue work and consequently



its pressmen are not experienced in the art of overlaying. If you give a catalogue job to such a shop the price will be lower than that of a good shop but you will get a correspondingly inferior job.

In the second class is the shop with modern equipment throughout which is attempting to establish a reputation for high-grade catalogue work. The price that you get from it will usually be a little higher than that of its competitors, but if you want good work you will generally not make any mistake in giving it your work, even at a little higher price.

To the third class belongs the large printing establishment, of which there are a number in Chicago and, possibly, one or two in Milwaukee, equipped to do high-grade work when it is demanded, but where the largest part of the business is in cheap work. This is the kind of printer that one has to watch carefully because he can show the very highest class work if he gets a job at a good price and knows that high-grade work will be insisted upon, but if he quotes you a low price there may be difficulty in getting a good job done. He is liable to employ about the same methods as a tailor who makes you a special price on a suit of clothes. You will get the same material but he will, in all probability, have the clothes put together by a cheap tailor, and one discovers, after he has had the suit for a while, that the lining did not wear very well, or other imperfections.

The place where such a printer will economize will be in his "make-ready," and if the cuts do not come out as well as expected he may be inclined to place the blame on the engraver.

Another practice that you will find in all high-grade print shops is that of "slip-sheeting." This consists in inserting sheets of soft paper between the printed sheets as they come off the press for the purpose of keeping the ink from smearing. This requires the service of an additional man on the press and, of course, makes the job cost more money. Good printers do this in nearly all high-

We have been accused of "knocking" magazine advertising.

Piffle and tush wush.

We are advocating the use of newspaper advertising by those who should use newspapers in preference to other mediums.

We believe in newspapers, talk newspapers, sell advertising space in newspapers.

We believe magazine advertising is valuable too, under certain circumstances.

When?

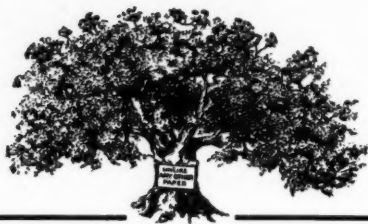
After those individual points in which the goods to be sold are distributed and exposed for sale, are thoroughly campaigned through the local newspapers; after those campaigns have been extended, city by city, section by section; after the adjacent and tributary rural and semi-rural territory has been covered by the big weeklies; then, and as a supplemental and tying together proposition, take on the magazines.

Show us one unsuccessful publicity campaign along the plan outlined above, and we will show you ten where the reverse procedure was attempted.

We represent newspapers in a score of prosperous cities and have facts and figures in abundance for you.

THE JOHN BUDD COMPANY

Advertising Representatives,  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.



## He Needs No Record To Know The Best Medium

Mr. A. A. G., of Telford, Pa., wrote us:

"The advertising record came to hand. Accept thanks. I think it is very fine, but I need no such record, as I advertised in no other paper than the Farm Journal for the last three years, and this year I had more orders for eggs than I could fill promptly. You can expect to get my ad again next season."

This is the sole and only reason for the full advertising columns of Farm Journal. Our advertisers use space "next season" because of the good results they got "last season."

We employ no solicitors. The results which advertisers get with us are solicitors enough. We need no others.

The June issue will consist of more than 760,000 copies. Forms close May 5th, and the rate is \$3.50 per line.

**WILMER ATKINSON COMPANY**  
PUBLISHERS  
PHILADELPHIA

class catalogue work but printer No. 3 last mentioned, is likely to omit this if he has made a low price.

Of course, the obvious solution of the difficulties encountered in buying anything subject to so many variations in price because of the different methods and materials, is that of making each bidder *quote upon the basis of a definite specification*. This should be done wherever it is possible, but in doing so it is well to bear in mind that a printer knows more about the printing business than most advertising men and that before drawing a specification, it is a very good scheme to talk over the proposition with a printer you know pretty well, and, with the aid of his suggestions, determine upon the quality and weight of paper and other details of the job. He should be asked to give a price and told that he will have competition, and then prices should be obtained from other printers that are known to be equipped to give the kind of job required. It will be found that it is often unfair to one's self, and to the other printers to get prices from printing shops known not to be equipped to do high-grade work. Of course, there are small jobs of printing that can be done nearly as well by a cheap printer as by a high-grade printer, or in a way that is good enough for the purpose, but one can never expect to get a first-class job from the printer that has not a modern equipment and is not accustomed to doing high-grade work.

In this connection, I might say that it has become the custom of many large concerns to have the bulk of their printing done by one printer and this plan has a great many advantages, not the least of which is that by giving him the bulk of your business, you become a favorite customer and are in a position to get much better service than you could from a printer who only occasionally gets a job from you. Another advantage is that one learns to know exactly what can be expected in the way of quality and, conse-

quently, one does not have any fears that one is not going to get the kind of job required. It is very inadvisable to give all your business to one concern without any competition, and even if you do not get competitive prices on every job the prices should be checked against competitive prices often enough to enable you to be sure that you are not being overcharged.

But, boiling the whole subject down to a few words, the way to buy intelligently is first to determine in detail exactly what is wanted and then to insist that all prices submitted be made up on the same basis.

#### BUFFALO Y. M. C. A.'S SUCCESSFUL AD-WRITING STUNT

The Sweeney Company, a big department store of Buffalo, recently turned over a three-page advertisement to be written by the members of the advertising class of the Buffalo Y. M. C. A. One class session was held in this store, the buyers and heads of departments being called back after hours explaining in detail selling points of the articles to be advertised.

Every member of the class was assigned to a different department and the composite advertisement appeared exactly as they wrote it—the store paying the bills. In addition, the public was asked to cut out the ad which appealed most and deposit it in a coupon box in the store on a certain date. The three students getting the largest number of their advertisements returned were awarded a cash prize of five dollars each.

So successful was this advertisement that the Bell Telephone Company offered a ten-dollar prize for the best advertisement written on their telephone service, and advertised in the newspapers the fact that the advertising class was doing this. An indirect result of this free publicity for the association was a letter from an out-of-town firm asking the cost of a full-page advertisement for their business.

#### DES MOINES TO SEND 150

At the last monthly meeting of the Des Moines Admen's Club, President Le Quatte announced that E. T. Meredith, publisher of *Successful Farming*, had authorized him to say to the advertising men of Iowa that if they will raise the money to pay railroad fares of 100 Iowa advertising men to the Boston convention, amounting to approximately \$4,000, he will pay the railroad fares of fifty more Iowa advertising men, amounting approximately to \$2,000.

## HOW "CREME DE MERIDOR" WAS PUT ON THE MAP

AN INTERESTING EXAMPLE OF SUCCESS WON THROUGH A YOUNG MAN'S FAITH IN HIS IDEAS AND HIS COURAGE IN KEEPING EVERLASTINGLY AT IT—NATIONAL SUCCESS FOR A FACE CREAM WITH LITTLE PERIODICAL ADVERTISING

By S. Roland Hall.

Of face creams there are a legion. It is said that there are some fifteen or twenty thousand different kinds on sale in America. Most of them are preparations put up by retail druggists and sold under their own labels. But even the number sold on a broader scale is surprisingly large.

From both the outside and the inside, the face cream trade seems a hard one to break into. But it has been broken into in a very interesting way by William H. Roystone, of Scranton, Pa., who originated and controls The De Meridor Company, manufacturers of "Crème de Meridor," the original greaseless face cream advertised as such. The success of this venture has been almost spectacular.

Mr. Roystone was an employee of the International Correspondence Schools when he got hold of a formula for a facial preparation that seemed to have real merit and to have good sales possibilities. He became so convinced of this that, after some experimenting, he resigned his position with the I. C. S. and organized a small company. The writer remembers the way some of the I. C. S. employees shook their heads at the nerve of a young man in giving up a sure-thing salaried job with a big successful

corporation to take a flyer on a new toilet article.

This young promoter showed shrewd merchandizing ability at the outset, and was able to arrange for demonstrations by women in department stores throughout the East. But progress was slow. Much harder work was done than is realized by Scranton folk who comment on the marked success of the business. The available cash at the start was less than a thousand dollars, and even after considerable work had been done, Mr. Roystone unsuccessfully offered to sell a half-interest in the enterprise for a thousand dollars.

Six months after the company was organized, in the fall of 1905, it occurred to Mr. Roystone that, on account of the prevalent idea among women that greasy creams stimulate the growth of hair, there should be a good market for a first-class greaseless cream. He set about to perfect one.

The experimenting with the new



**CAUTION**—Do not use any other face cream or preparation unless it is labeled "Crème de Meridor." It is the only one that is guaranteed to be pure and safe. It is the only one that is guaranteed to be pure and safe. It is the only one that is guaranteed to be pure and safe.

**Crème de Meridor** is a pure and safe face cream. It is the only one that is guaranteed to be pure and safe. It is the only one that is guaranteed to be pure and safe. It is the only one that is guaranteed to be pure and safe.



**Crème de Meridor** is a pure and safe face cream. It is the only one that is guaranteed to be pure and safe. It is the only one that is guaranteed to be pure and safe. It is the only one that is guaranteed to be pure and safe.

**Crème de Meridor** is a pure and safe face cream. It is the only one that is guaranteed to be pure and safe. It is the only one that is guaranteed to be pure and safe. It is the only one that is guaranteed to be pure and safe.



Address of contributors to THE DE MERIDOR COMPANY, 134 Fifth Avenue, New York

AN AD THAT LOOKS LIKE TEXT

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formula showed that the later idea was a winner. The greaseless cream went "like hot cakes," and the original facial preparation was dropped entirely.

The first of the Crème de Meridor was put out early in 1906. A great deal of hard work was done, and success was in sight from the first sampling of the new product. To-day the De Meridor Company is capitalized at \$300,000, has the leading moneyed men of Scranton behind it, and pays a dividend of eight per cent. It is occupying two floors of a large building, and a force of from sixty to seventy girls is required to keep up with the orders.

Other greaseless creams have followed in the wake of the De Meridor article, but with nothing like the success of the Roystone product.

The De Meridor business is one of rather unique features. Mr. Roystone, like many other successful advertisers, is unwilling to divulge all the tricks of his trade for the benefit of the advertising world, but he tells of some interesting methods.

In the first place, he has not, up to this time, been able to see where he could come out right on extensive magazine or newspaper advertising, and with the exception of a few attempts such as a special page inserted once over a year ago in the *Woman's Home Companion* and the *Butterick Trio*, has done nothing in the way of heavy magazine publicity.

"Why don't you believe you could have used the magazines profitably?" he was asked.

"It's the high cost," was the answer. "As every woman is a prospective customer for us, I believed that it was to our interest to deal direct with her and show her the goods. The magazines had so many advertisements of creams of all qualities, all described glowingly that I felt it was too difficult and risky a job to attempt to market a new cream successfully that way; or, to put it in a different way, I believed that there were more certain ways of getting a quick return on the investment."

# Influence

The influence  
of The  
Woman's Home  
Companion  
grows faster  
than its  
circulation  
grows, and its  
circulation  
grows fast.

Mr. Roystone has depended mainly on the securing of first-class mailing lists, and on the sending of samples and dainty booklets to these names, thus creating a demand on the local druggist. He secures a great many lists direct from the druggists themselves.

Before the drug-store trade had been worked up, however, the method was to secure agents who worked from house to house, demonstrating and selling. As, however, this work gradually created a demand on the local druggist, the agents were done away with; or rather, they did away with themselves, for when they found that local stores were supplying the cream, they usually gave up their work. Mr. Roystone frankly admits that when he was able to tell druggists that he had agents demonstrating from house to house—he did not refer to the fact that they were also filling orders!—he was successful in interesting these retailers.

The cut on the opposite page indicates how the proposition is put up to the druggist.

At the outset a great many cases of goods were sent out on consignment to department stores and to jobbers.

Except in the case of large department stores, the company has followed the plan of filling orders through jobbers. To-day there are 8,500 druggists buying the goods in quantities sufficiently large to earn the free goods offered, and perhaps as many more buying in small quantities. As the slip entitling the druggist to the free goods has to be returned to the company by jobbers, a perfect record can be maintained of the druggists that are buying in good quantity. As the others deal altogether with the jobbers, no such record can be maintained of them. The records of the office contain a card file of every druggist in America, and the tab cards used to denote those who have received free goods show that the distribution to-day is thorough.

No traveling salesmen have been employed. Special stimulants, such as contests for good-sized money

prizes have been carried out among jobbers' salesmen, and Mr. Roystone says that ninety-five per cent of the jobbers approved. These negotiations have been carried out by letters and circulars.

A cut shows the page advertisement used over a year ago. On account of its close resemblance to a reading page, it caused a little ripple between editorial and advertising offices. Mr. Roystone was asked what effect he could trace to the few insertions of this big copy. He drew out a chart across which was a sales-total line indicating the amount of business done from month to month; this chart showed that the sales made by far the biggest jump in the history of the company in the months following the insertion of the magazine advertisements. However, Mr. Roystone was unwilling to furnish exact figures for publication.

"Don't you think," he was asked, "that now, with such a general distribution of the goods, you are in a position to get the full benefit of magazine advertising on a large scale?" He seemed favorably inclined to that view.

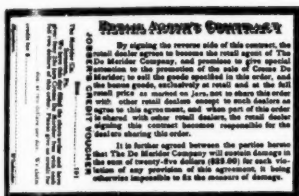
A talcum powder, a liquid soap, and a tooth-powder have been perfected, and the success of the cream has been used as a wedge with which to introduce the new goods; but so far none of the additional products have enjoyed the remarkable success of the cream.

In none of the advertising to the consumer has the Scranton address been given—Mr. Roystone being firmly of the opinion that as Scranton is known chiefly as a hard-coal center, the association of ideas would have been unfortunate for such goods as a high-grade, distinctive face cream. Inquiries from consumers have gone to a New York address, and the mail forwarded. The booklet is decidedly French in atmosphere—as is also the name, and there is a suggestion that the manufacturer is located in Paris as well as in New York.

Lately an experiment has been made to see the result of house-to-house distribution by boys dressed



in an elaborate uniform, with sash, etc. From fifty to sixty boys were employed for several months distributing in Eastern territory, but while results have come, they have been unequal to the returns secured by mail circularizing and sampling. "I am convinced," says Mr. Roystone, "that the average woman thinks more of the sample when it comes addressed to her in the mails than she does when somebody rings the doorbell and hands her the sample and the circular; there is so much stuff handed in at the door. At least, it seems to work that way for our goods."



CONTRACT WITH DEALERS

The monthly sales figures were not offered for publication, but the writer knows what they are, and knows that they pay a high tribute to the management of the business. During the progress of the talk Mr. Roystone called attention to a big stack of voluntary letters from druggists testifying to the good results of the co-operative work done by the manufacturer. These letters will be published soon in a large circular that will be an imitation of a full-size newspaper, which will be a "special extra" to exploit a variation of the co-operative work done for the many dealers handling the goods.

"Distinctive goods of high quality, a big package for the price, aggressive work to help the retailer sell the goods, and terms to him that allow him to make a good profit constitute my creed," says the founder of the De Meridor Company.

Certainly, it seems that the platform is a good one.



There's a great deal of present day advertising done for the purpose of getting the other fellow's trade.

Therefore, the battle rages fiercely in spots, while vast territory lies practically untouched. A few wise ones go in, establish themselves and win.

Recently the longing eyes of many manufacturers have been turned toward that 65% of our total population outside "the cities."

Are they waiting for a leader? Perhaps.

## THE UTICA

## SATURDAY GLOBE

a third of a century ago invaded the small town field. No one who knows its history ever questions its success.

140,000 copies are sold each issue by its own boy agents and carriers, in the smaller cities, town and villages of interior New York, New England and adjacent states, at five cents a copy.

Give us an opportunity to lay the whole story before you. We are at your service, anytime, anywhere.

THE JOHN BUDD COMPANY  
Advertising Representatives,  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

## THE DEALER ATTITUDE TOWARD ADVERTISED GOODS

RELUCTANCE TO PUSH ADVERTISED  
BRANDS—SOME FALSE LOGIC—A  
DETROIT STORE'S EXPERIENCE —  
WHAT THE CONSUMER VIEW IS—  
ADDRESS BEFORE DETROIT AD CLUB

By *H. E. Whalen,*

Advertising Manager, F. G. Clayton,  
Detroit.

Time was when no merchant could be induced to put in a new brand simply because it was going to be, or was being advertised. In those days it was a question of the percentage of profit to be made. He refused to see the volume-of-business side of the question.

However, many manufacturers, failing to get the co-operation of retail merchants, decided to reach the consumer direct through mail order methods—to build up a reputation for his goods—to create a constantly increasing demand for them, and thereby succeed in convincing the live retailers of the advantages of handling a well-advertised trade-marked article.

The experience in forcing dealers to handle Weis filing devices by creating a demand and building a reputation by the mail order route, is an excellent example of the way in which manufacturers have overcome the prejudices of dealers.

Most large retail stores to-day handle exclusively one or more well-known, trade-marked articles; and still those merchants are not making the best of the situation. They are reluctant to co-operate with the manufacturer, and there are several reasons for it.

1. Retailers have, almost without exception, been in direct conflict with advertising manufacturers. They resent their aggressiveness and initiative in "going over their heads" to the consumer with their selling argument and educative advertising. They have felt that the national advertiser has been encroaching on their territory.

2. Some retailers argue that they would be foolish to push an advertised line—build up a good business on it—and then have the manufacturer throw the agency over to a competitor.

3. Other dealers say: "Why should I spend my money to advertise somebody else's goods."

4. This prejudice oftentimes blinds them to the superior qualities of trade-marked articles, and this encourages attempts at substitution.

5. Heads of departments and salespeople handling advertised goods are seldom as well posted as they should be on the merits of the article.

When all merchants learn that they can sell from five to ten advertised trade-marked articles, each carrying thirty to forty per cent profit in the same space of time they consume in educating one customer to the point where he will buy one article "just as good"—at 100 per cent profit—then will they be serving their own best interests.

When they realize that the thousands of dollars spent by the manufacturers in national advertising is in reality *reducing their selling expense in the store*—when they realize that by carrying these advertised goods they are strengthening their own position in their community, and in the majority of instances adding considerable to their own reputations by reason of the unquestioned honor and reliability of those advertising manufacturers—then will they wake up and give the manufacturers the co-operation they deserve.

The ever-increasing demand for advertised goods is evidence enough that magazine and newspaper readers want them, and the only obstacle between the goods and consumer is the retail merchant. This barrier, however, is rapidly being leveled, and the time is not far distant when we can go into a store and get what we ask for without being shown something else "just as good."

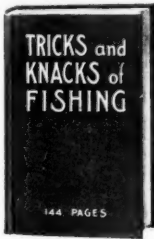
In noting the opposition that manufacturers have had to contend with, I call attention to a typical case in Detroit. A few years ago one of our large dry-goods stores thought they saw the handwriting on the wall. They were selling, for instance, all the popular makes of corsets. They saw the manufacturers spending their money lavishly in all forms of publicity to create a large demand for their particular brands.

We can only guess at the mental process that brought them to

# "Bristol" Selling and Advertising Plans Free

To general non-competitive advertisers

Through the courtesy of The Horton Mfg. Co., we are permitted to send to a few general advertisers (not competitors) a copy of the new "Bristol" Fishing Book,



144 pages, cloth bound, illustrated; copies of the magazine advertisements used in advertising this book to the public; copies of the trade mailings, which have gotten Fishing Tackle retailers to coöperate so extensively with The Horton Mfg. Co. to back up its magazine advertising, and spend their own money to do newspaper and other local advertising for "Bristol" Steel Fishing Rods. This is one of the most interesting, concise and complete "Selling and Advertising Plans" developed recently.

In writing for these "Bristol" Selling and Advertising Plans, kindly write on the letterhead of the firm you represent and state your official position.

*M.P. Gould Company*

Advertising Agency

31 East 22nd Street

New York

their conclusion, but they, at any rate, decided to forestall the dire results they believed would follow and informed the several manufacturers that hereafter they would sell all corsets under their own private trade-mark, and further, asked them to arrange to have their label put on the corsets in their factories, to the exclusion of the manufacturers' labels.

Every manufacturer objected. Some finally conceded rather than lose this store's account. Others flatly refused and were thrown out of stock entirely—with one exception—the largest advertiser had created such a great demand that they couldn't dispense with his goods without seriously injuring the department.

The result of this action was that they had to spend hundreds of dollars in advertising the new name. Women would come in and ask for a well-known make and they would tell her that the same corset was now carried under their own label. Some would ask to see it—look for the maker's stamp and, not finding it, would ask for another prominent brand. That, too, was carried under the private name. Then followed endless explanations and generally the customer would say that she wanted the advertised brand and would go where she could get it.

While this store did work up a good trade on their own brand, they eventually had to answer the call and gradually put back on their shelves the corsets of the unruly manufacturers who wouldn't concede to their former demands.

This store was strong enough to do it if any store in Detroit was—but it failed. They could not cope with the heavy advertising.

Don't antagonize but co-operate if you want your share of this newly created business.

Retailers and advertising manufacturers have been working along two different lines. The retailer who is constantly watching his competitor and his last year's daily sales' record is making his

appeal to his customers on price. The manufacturer is educating the same people to a higher standard of living—better goods and better service in the optimistic belief that people will pay a fair profit to get guaranteed goods and are willing also to pay for service. The policy of the national advertisers is winning out and the merchants are waking up.

What manufacturer to-day would be foolhardy enough to spend thousands of dollars in advertising clothes to be all-wool, when he knew they were made of a woolen veneered cotton fiber—or advertise as pure silk, one that he knew to be weighted seventy-five per cent with mineral salts—or as pure linen, something he knew to be one-half or three-quarters cotton?

People have far greater confidence in the national advertiser than they have in their own local merchants, and it's only the difference in policy that causes it.

To all the objections ever raised by any merchant against handling nationally advertised goods, I offer this answer:

The successful merchant is he who gives the people what they want, when they want it.

When you refuse to give people what they want, regardless of whether the desire was created by a manufacturer, a competitor, or peculiar local conditions, you are violating the first great law of merchandising.

Your customer doesn't care about your personal ideas and prejudice. If the man wants Hart, Schaffner & Marx or Kuppenheimer clothes—a Manhattan shirt, Stetson hat, or an Elgin watch, he won't even give you the privilege of extolling the virtues of some unknown make, even though it were better quality.

If a woman wants a Gage hat, an American Lady corset, or a can of Van Camp's pork and beans, she'll go where she can get them.

The makers have already educated them to their brands—all the customer seeks is the merchant who is live enough to handle them.



## That modern Aladdin's Lamp —called “Advertising”

### *A Literature which compels Action*

By Lord & Thomas

“Great is he who can change my state of mind!”

**N**O WORD in the whole lexicon of our American-English is so little understood, in its larger meaning, as the word “Advertising.”

No vocation with such far-reaching control over the minds of millions is yet so poorly *appreciated*, in proportion to its limitless capacity for good or evil.

To compel a definite *Action* on the part of millions whom he has never seen—

—To cause the minds of these millions to work, in accord, upon an *impulse* which he transmits, via type, and sway them inexorably toward the goal he elects—

—To determine in advance that, through his will and skill, they shall make a concerted movement toward a purpose or purchase they never previously contemplated, in direct response to his printed word—

—That is the mission, privi-

lege and power of the modern Advertising Man who *can* live up to his Opportunities.

Great indeed is he who can Change the State of Mind of a Nation, in *any* direction.

And, the able practitioner of true Advertising possesses nothing *less* than this splendid capacity and opportunity to *change the minds of millions at will*, through a kind of Literature which *compels Action*.

Measure the foregoing against the usual achievement of Literature in its other and better understood forms.

Compare, for instance, its *difficulties* and its actual tangible *accomplishments* with those of Fiction, or Editorial work.

#### The Test of The Golden Shower

**T**HE professed Literary Man writes to either amuse, entertain, or instruct his Readers.

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He may choose his theme for its adaptation to any of these purposes. And he will, of course, choose a popular one, which already has a foothold in public favor.

If he be an Editorial Writer, or News Reporter, he will deal with some subject which is already well in the eye of the Public—timely, full of native interest,—reasonably sure of a reading and appreciation through public interest in that SUBJECT itself.

If he be a Magazine Writer he will elect for his theme some situation rich in human interest—around which he can build a story to enthrall his Readers.

The Public buys Magazines, Newspapers, and books of Fiction because it wants to read certain kinds of Articles found therein.

And,—when the Writers of these Articles have succeeded in amusing, entertaining, or informing the Reader, their mission has generally been fully accomplished, their task honorably discharged.

Compare this with the task of the Advertising Man.

His subject is arbitrarily chosen for him by the hard necessities of a commercial case. He has little voice in its selection.

Usually that subject is, in itself, dry as a bone—staled by much use,—discounted in advance by Readers because of its known commercial purpose—

Moreover,—his work is likely to be seen only after the Reader's first appetite for reading has been satiated by perusal of the current news or the literary features for which he or she had frankly purchased the publication.

Against all these enormous handicaps the Advertising Man must compete—in interest—with the literary features of fiction or fact, if he is to com-

mand a reading at all. This, because there is usually more reading matter in each publication than the average person can spare time to cover,—exclusive of the Advertisements.

Out of that dry commercial subject he must first develop a human interest which will appeal to the class he aims at, in order to compel a reading by those who had little or no desire to consider his subject.

Next, he must lead the mind of his Reader up to appreciation of, and desire for, the Product he has to sell.

After this comes his hardest task of all—viz., to offset, with earnestness and conviction, the native suspicion Readers have of Advertising statements, resulting from long abuse of their confidence by many Advertisers who once had the fatally mistaken notion that Advertising, and "a license to Prevaricate," meant the same thing—"Caveat Emptor."

To dispel that Suspicion—and to inspire Confidence enough on the Reader's part so that he will put his hand into his pocket and spend hard money for something that he did not before want (as a direct result of what he had just read) is an achievement so handicapped and so impressive that the difficulties of writing to merely entertain pale into insignificance beside it.

### Dynamic Force in Advertising

**T**O MAKE a man vote as you want him to vote—costs him nothing in Coin of the Realm.

But, to make him buy your \$5.00 Article a thousand miles away, through Mail-Order Advertising, for instance, costs him five cold dollars in real tangible coin.

The average man or woman being prone to stop short when to go further costs real money,

(Continued on next page)

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it will be evident that the conquest of Advertising over his or her mind *must* be very complete *before* the written message results in any such financial Climax.

And that Climax is the only thing the able Advertising Man is satisfied to achieve—the only thing which the Advertiser who *knows his rights* is willing to pay a fraction of his returns for.

Be the Advertising ever so interesting, ever so informing, ever so cleverly written—even though it leads thousands of people 50% of the way toward the Climax aimed at, it must be reckoned a failure *unless* it actually and ultimately produces the Cash, in sufficient volume to pay a handsome profit over the cost of the Merchandise, plus advertising Space and Service.

To be able to do this *every* time, with practically *every* subject undertaken, is the supreme test to which the Higher Advertising can be put, and is being put.

And, to those few practitioners of the Higher Advertising who can do it the *profession* of Advertising offers reward probably beyond that paid by any other for similar effort—

—Reward which must *increase* yearly with a fast-growing appreciation of the ability, experience, analytical power, perception and concentration such work requires, in order to be able to produce it.

So, some of the *greatest* minds now developing in our Universities may well look toward this new "Profession" of Advertising as one which can utilize and will pay for the best brains, in America.

Now the object of this Article is not to directly sell Advertising.

It is to obtain for Advertising the public appreciation it deserves.

Also, to attract into its ranks *more* of the *brainy* men whose careers are now tied down by overcrowded conditions in Law, Medicine, Engineering, etc.

"The Higher Advertising" has room for such men.

It has *honor*, as well as high financial reward, for them.

It has *scope* for the *greatest* Ability as well as for the *tallest* Ambition.

Great is he who can change the State of Mind of millions via type by means of a few vitalized sentences fraught with that subtle force, which *compels* Action.

### When Aladdin's Lamp Commands

THE "Higher Advertising" here referred to makes no claim to being a recent discovery.

But, a few instances of it may nevertheless prove interesting.

Six years ago a well-known Advertising Man undertook to produce for us certain definite results from test cases on "that literature which *compels* Action."

One of these test cases was to be on a Mail Order proposition which we had handled for years, and which had already made the Advertiser wealthy.

The article advertised cost the Consumer five dollars, with no return privilege. Inquiries for it, through Mail Order, were then costing about one dollar each.

The Advertising Man referred to undertook to produce the *same* grade of Inquiries, with the *same* ratio of Sales from them, at *one-fourth* less cost. This—using the self-same mediums, for the self-same article, on the self-same price and conditions of Sale.

As the Advertiser was spending approximately \$6,000 per month, for space, an increase

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 of 25% in Inquiries from that same space meant \$1,500 per month *more* returns each month that the new Copy would have to earn than the best previous Copy available if the Advertising Man made good on his claims.

It took him three weeks to produce *one* short piece of Copy which he considered good enough to accomplish the pledged result.

At "Space-rates" (as Reporters write news), this would have been worth about Two Dollars.

But, that *one* piece of Copy during the six years it has *Continuously* run has been worth to the Advertiser, in *additional profits*, over \$150,000 *more* than could have been earned in same space without it.

It reduced the cost of equally good Inquiries to an average of about 32c. each.

—This as against previous cost of about \$1.00 each.

The Client's \$6,000 per month for Space *thus* earned as much, *each month*, with this *one* piece of Copy, as \$18,000 *would have* earned through continued use of the next best copy that preceded it.

That single piece of Copy has now been running continuously for six years because no other of the fifty pieces tested against it has ever approached it in result-production.

Is it worth while to plan and write "a literature which compels Action" for six years, like this?

\* \* \*

Another Advertising Man of note has accomplished through it a success so *great* as to be almost incredible.

He came to our notice through an *achievement* as remarkable as it was conclusive.

A national Advertiser, whose

product was marketed through Retailers, had lost over Sixty Thousand Dollars in Advertising that product with the *usual* Advertising copy.

He had then to either retire from the Advertising field and pocket his loss, or discover some one who could show him the way back to recovery and profit.

He found this Advertising Man who was sure enough of his ability to make most of his fee a contingent one.

Under the proposed arrangement the latter would himself have lost money until he had recovered for his Client, in *profits*, the entire \$60,000 previously lost.

After that he was to share in the profits.

Within two years, through Sales-Compelling Plan and Copy, he not only *recovered* the \$60,000 lost but made for his Client, and for himself, over a *Million dollars more in additional net profits*—

—All that from what had been previously a *failure*.

The fact is well-authenticated.

He has since duplicated, in large degree, that marvelous success for *several* of our clients on goods as *staple* as Soap and *luxurious* as Automobiles through a deep understanding of human nature, and a skilful use of "that Advertising which *compels Action*."

Is it worth while to sway *millions* of People to a buying Climax, as the Thought and Plan of this man sways them?

\* \* \*

A third Advertising Man has had the audacity and ability to profitably sell *LUMBER*—by Mail—Sashes, Doors, etc.

Can you conceive of a line apparently less *susceptible* to Mail-Order Advertising?

Well, here's the result—

With a modest enough ap-

(Continued on next page)



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appropriation, increased only through profits derived from sales, that Lumber business of our Client grew from a volume of \$300,000 per year to over \$750,000, in one year. Sales direct to Consumers,—by Mail only.

And the entire advertising appropriation which produced that increase of over 150% in volume came (after the first \$5,000 investment) out of profits derived from the Cash Mail Orders as they grew.

We cite these particular instances only because they happened to come within the scope of our own personal knowledge.

One object of this article is to discover and invite to our Staff more of just such ability as produced the foregoing results.

Also to show possessors of such ability that *here* is a liberal appreciation of its worth, its rarity and its supreme importance.

#### Philanthropic Uses of Advertising

THE day is not far off when wider fields of action than the strictly "Commercial" must claim the aid of Advertising, to advance great and good Causes.

Philanthropy should be among the first of these.

The "Higher Advertising"—could hardly find a more efficient use than here.

Not the mere platitudes, commonplaces, and generalities that pass current to-day as "Advertising."

But, that other kind of Dynamic Literature (either General or Mail Order) which compels action.

Consider that the self-same kind of Thought, Plan and Writing which could make peo-

ple spend money for something they did not previously want could make them SAVE money, if it be the purpose of the Advertising Man to make them Save.

It could cause people to go to Church,—make them more Charitable, more Kind, Sober, Honest or Industrious,—all through skilful use of that Higher Advertising which compels Action.

Consider how much Andrew Carnegie's magnificent donations to Libraries could be enhanced in value to the world if he would spend a half-million dollars per year in "the Higher Advertising" to make ten times as many people want to USE these Libraries.

Consider the enormous advantage to this most extravagant of all nations if John D. Rockefeller were to appropriate a half-million dollars yearly for such Advertising to influence "Thrift," in the same way as expenditure for certain advertised articles of luxury is influenced—or, through continuous training of the masses, via type, to eliminate the Great White Plague.

Either can be done—positive-ly. Only Mr. Carnegie's or Mr. Rockefeller's say-so is necessary.

The Y. M. C. A. might thus multiply its already great work ten-fold.

The world could be made better, happier and more livable, through skilful use of a broad, continuous, humanitarian campaign of "that Literature which Compels Action."

Advertisers, Advertising Men, and Good People everywhere who are interested in the subject of this Article are invited to drop us a line for further facts.

Address, LORD & THOMAS (Advertising Agents), Trude Bldg., Chicago, Ill.

This advertisement is copyrighted by Lord & Thomas.



## The Little Tailor Shop on Olde Broadway

**W**HERE every effort is bent to not only *get* customers but to *hold* them.

Where tailormen strive to see how much goodness they can put *into* a garment, not how much profit they can take *out* of it.

Where customers are recommended and recommend, because the shop isn't so large as to be beyond the personal control of the proprietor.

Such then, is "The Little Tailor Shop on Olde Broadway."

Prices begin at \$45

**vroom-**  
 **taylor**

**Eleven fifty five  
Broadway**

at 27th Street

## CITY SPIRIT AND "BOOST" ADVERTISING

THE PARALYZING WALL — WHAT BUILDS PROGRESSIVE CITIES—DES MOINES AND ITS CAMPAIGN—FROM ADDRESS BEFORE GREATER DES MOINES COMMITTEE

*By Wilbur D. Nesbit,*

Of the Mahin Advertising Company,  
Chicago.

Cities, like men, die of self-satisfaction.

Self-confidence is a healthy quality; self-satisfaction paralyzes progressiveness. Practically every dead city I have read about had a boundary line. Its people built a wall about it, to keep other people out.

Nineveh is lost in the dust and sands somewhere, within its crumbled wall. The tourist is shown a heap of earth which is said to be the site of ancient Babel—the first city built after the Flood. Babel had a wall, and its people also started to build a tower which should reach to Heaven. Then came the confusion of tongues and the tower was unfinished.

I sometimes think that the confusion of tongues might have been the manifestation of the disposition of the Babelites to debate among themselves over the best way to build that tower. If they had had a Greater Babel Committee, history might have been different. Babylon, too, wall and all, is dust. Ancient Rome had a wall—and a language. The language is now used in prescriptions, and the walls and structures of ancient Rome attract sightseers. As the standard of civilization goes up, city walls go down.

The making of a city is a tremendous task—if only one man contemplates it. It is still a great task, but a simpler one, if all the people think of it and believe in it and work for it and dream of it.

What constitutes a city, anyway? You may take the finest site in the world, you may survey broad avenues, you may lay out long thoroughfares, you may reserve parks, you may provide for

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dwelling and factories and stores and schools and churches—you may concentrate upon its plans the finest intellects in the country, and except you place in that city men with faith and vision it will not build.

The Capital of our country was planned a hundred years ago. On paper it was a glorious city. But only within a few years have these plans been considered seriously, and now in working them out there is so much undoing to be accomplished that many of us will have journeyed to the next world before the Washington that was projected shall be realized.

The quickening spirit of a city is its people.

If I were commissioned to build a great city, I should not go here and there and place orders for wood and brick and stone and steel, and glass and lamp-posts and street-cars.

I should pray for a hundred thousand people like the people of Des Moines, show them the spot where the city was to be, and go to my employer and say: "There is your city; pay my bill."

Give me the Des Moines people and the Des Moines spirit, and the rest is simple. So great is the fame of the Des Moines spirit that if there were some way to obtain a serum with which it could be inoculated into other communities, it would sell by the barrel.

Many cities advertise—yes, but in a half-hearted way or else in a spasmodic, whoop - and - hurrah style that leaves them broken-winded in a month. Get off to one side with some man and mention the advertising to him and he will say: "Oh, yes. We're spending a lot of money to advertise our town, but it isn't going to do any good."

One splendid feature of Des Moines is the consistent optimism of its people. All optimism is good, but the civic optimism which is born of the belief in and knowledge of the future of Des Moines is productive of the highest type of citizenship. Des Moines cannot stop growing any more than it can stop advertising.



**Magazine advertisers want responsive circulation—a circulation composed of people they can hope to convert into customers.**

**A magazine to provide a responsive circulation must meet three requirements:**

- 1 It must be thoroughly read by those who purchase it.**
- 2 It must inspire those readers with confidence in its reliability and integrity.**
- 3 It must appeal to an audience of sufficient intelligence to be well-to-do and, in consequence, have real purchasing power.**

**Consider, then, the standard magazines and how they measure up to these requirements, and consider, most particularly, McClure's, the most progressive, the most influential, the pre-eminent standard magazine.**

**McClure's**

# A BRAND NEW MONTHLY JUNE

## With a Guaranteed Circulation

This startling statement is enough to make the most conservative advertiser discouraged, the overspent advertiser to take hope, and the wise advertiser to reserve advertising space ever offered in magazine publicity.

***All this is made possible by the unprecedented success***

The following leading daily papers of the nation will publish this advertisement on June 25th, 1911, and every fourth Sunday thereafter.

***Chicago Tribune, Cincinnati  
St. Louis Globe-Democrat, North  
Pittsburg Dispatch, San Francisco***

ALL THAT IS BEST IN NATIONAL PUBLICITY IS SEEN IN THIS MAGAZINE. The greatest purchasing power, the best printing and display, the greatest circulation closest to the greatest markets, the most desirable readership, a net sale from Maine to California—greater in fact than any other magazine.

***Mr. Richard H.***

starts one of his greatest stories in three parts appearing in June, July and August. The influence of the magazine. As this author's reputation is so widely known.

## ***The Psychological Opportunity***

This first issue having so tremendous a circulation, so well advertised, definite, makes it an opportunity never offered before and never to be repeated.

Those who use this first issue will enjoy the present rate of \$4,000.00. March, 1912. Back covers, two colors, \$4,000.00. June is taken by Peabody.

# THE FAMILY MAGAZINE

Write The Abbott & Briggs Co., Gen'l Managers, 5th  
Chicago, for special information.

# MONTHLY MAGAZINE

## JUNE 25th

**Circulation of 1,500,000 Copies**

st conservative stop and think, to stir the most easy-going into action, to inspire the wise, shrewd space buyer to pre-empt on the choicest, most valuable ad-

### **Proven success of THE MONTHLY MAGAZINE SECTION**

will publish this new and attractive magazine as a part of their regular editions

**Cincinnati Enquirer, Boston Globe  
at, North American of Philadelphia  
San Francisco Call, Washington Post**

ICITY IS SEEN AT A GLANCE. These powerful papers insure for the ing and display, the best advertised magazine of the hour; the most concen- st desirable readers, the strongest dealer influence, a home delivery and prac- fact than any magazine published (except The Monthly Magazine Section).

**Hard Harding Davis**

g in June, July and August. This furnishes the key note to the editorial excel- s so widely known, further remarks are unnecessary.

### **Opportunity for Advertisers**

so well advertised in advance, at such reasonable rates and a destination so and never to be duplicated.

present rate of \$5.00 for 1 year, otherwise the rate becomes \$6.00 or more in is taken by Pears' Soap. Forms close May 15th.

# MAGAZINE SECTION

l Managers, 5th Ave. Bldg., New York, or Marquette Bldg.,  
for special information or particulars.

We are the exclusive  
National Selling Agents  
for the space of more  
than three-fourths of the  
cars in the United States,  
Canada, Cuba, Mexico,  
Porto Rico, Brazil and  
the Philippine Islands

## STREET RAILWAYS ADVERTISING COMPANY

HOME OFFICE: FLATIRON  
BUILDING, NEW YORK

WESTERN OFFICE  
FIRST NAT'L BANK BLDG.  
CHICAGO

PACIFIC COAST OFFICE  
242 CALIFORNIA STREET  
SAN FRANCISCO

## HOW THE CANNERS ARE STRUGGLING TOWARD EFFECTIVE PUB- LICITY

THE MILWAUKEE CONVENTION LISTENS TO A REPORT OF VARIED AND INGENUOUS METHODS USED FOR EXPLOITATION OF CANNED GOODS—WORK UPON THE SCHOOLS AND COLLEGES—HOW PUBLICITY FUND IS RAISED

There must be more and better advertising of canned goods. This was the gist of the deliberation of the National Canners' Association at the fourth annual convention at Milwaukee a few weeks ago. An analysis of the canned goods situation revealed shortcomings in consumption that will lead to enlarged activities—perhaps a real association trade-mark campaign.

Certainly the figures of production and consumption as fixed at this convention were chiefly indicative, not of results accomplished, but of the great margin of consumption still to be developed.

The production of canned peas in the United States in 1910 was 4,137,000 cases. This means that only five cans a family were used during the whole season.

The production of canned corn in the same time was 10,063,000 cases. This means only twelve cans a year for each family.

The production of canned tomatoes was 8,031,000 cases, or ten cans a family for the year.

Although the association had been extremely busy during the year securing publicity by means of press-agent stories, as well as some paid magazine advertising, it was the general feeling of the associated canners that the business was suffering from too little publicity.

No one disputed the assertion that the per family consumption a year of canned goods was ridiculously low. While no member had at hand figures to show the desirable maximum demand, or the "saturation point," as it is

technically called, one canner did recall a family which was using twenty-one cans a week.

The comparison of ten or twelve cans a year, the present per family consumption, with the possible twenty cans a week startled every canner into a realization of the inadequacy of past endeavors and prepared them for a serious consideration of more efficient means of promotion.

Inasmuch as it is possible that a trade-mark will soon be adopted to cover proved-quality canned goods, the use of the trade-mark to be drastically controlled, the ins and the outs of the official inquiry leading up to this state of mind is an interesting exhibit in industrial self-inquiry.

As has already been stated in PRINTERS' INK, a great deal of time and money has been spent preparing "canned news" articles for the newspapers and in following up and running down every report of a death or illness alleged to have been due to the use of canned goods.

While Secretary Correll, who submitted a thorough report of the publicity activities, confessed that he had no means of knowing how much good this kind of advertising had done, he was inclined to believe that "it is hard to estimate in dollars and cents."

He felt himself on firmer ground, however, in reviewing the paid periodical advertising. He said that the "highest salaried ad writer in the United States wrote all of the copy that was used in our advertising campaign." The following magazines carried "large advertisements," as the secretary phrased it: *McCall's*, *Good Housekeeping*, the *Butterick Trio*, *Everybody's*, *Munsey's*, *American Magazine*, *Saturday Evening Post*, *Ladies' World* and the *Ladies' Home Journal*. The secretary touched upon the present unsatisfactory per capita demand and opined that much good may be accomplished by expending a "very modest sum of money." He hinted at some activities which, for the reason that his report may find a way into print, it was not wise to state in open meeting.

However, these could be ascertained by members who should consult the files in the secretary's office.

Some means, he said, must be found to increase the publicity fund. Some canners are contributing to this on the basis of a dollar for a thousand cases. It has been decided to extend invitations to wholesale grocers, brokers and machinery and supply men, to contribute to the fund.

The secretary, having thus reviewed the year, submitted recommendations for advertising: 1. That an advertising campaign be started in several of the prominent weeklies during spring months, and "periodicals" of May issue, which circulate largely among housekeepers and other persons interested in domestic economics. 2. Preparation of articles for publication by canners on the canned goods industry. 3. A set of ads to be offered free to one retailer in each town, these to be keyed with an offer of a booklet, "The Story of Canning and Recipes." 4. A publicity campaign to the physicians of the country, through the medical journals. These to be used both by paid space and by articles prepared by physicians which would be run free, for their "inherent interest."

He also advised that influence be brought to bear upon the departments of domestic science in our schools and universities and favored the preparation of a textbook, to be placed before the boards of education of all the states and furnished free of charge for the instruction of teachers. Lecturers could well be engaged to go before the domestic science clubs of the country, to give appropriate talks on the preparation of canned goods. The secretary thought kindly also of moving-pictures and suggested that each canner get into touch with the editors of his local papers. Finally he recommended a Bureau of Mutual Casualty Insurance, which should hunt down defamers and cause punishment to be visited upon the guilty.

But it was left to S. F. Hase-

rot, vice-president, of Cleveland, to make the most sensible suggestion, namely, the adoption of a trade-mark. He said:

I have been asked during the past month this apparently simple question: "If you had your way what would you do?" Just this: Organize a Pure Canned Food Publicity Company. Hypnotize one hundred canners whose goods are known to be reliable to pay in \$1,000 each and take preferred stock. I would not think of making a move toward buying space until the \$100,000 was deposited in cash in the bank. Then I would set aside \$10,000 for talent to devise and to execute.

Then would come the selection of a trade-mark which should stand forth for pure canned food. Following that, its exploitation. Preferred stockholders should have the use of the trade-mark for ten cents per thousand. Others that might want the use of it should pay twenty-five cents per thousand, and the restrictions in connection with its use should be drastic.

I should ask for the indorsement of the National Canners' Association and pay into its treasury at the rate of one dollar per thousand cases per annum, thus keeping its bureau of publicity a continued and substantial power for good. Result—increased consumption. Then what visions of prosperity for the canned food industry!

This suggestion, going as it does to the root of the canners' trouble, found hearty indorsement. The canners as a body seemed disposed to spend money to secure the most effective advertising. Although there had been advanced some very ingenious methods of securing publicity without paying for it, the practicability of the trade-mark proposition appealed to the common-sense of the members.

While large bodies move slowly, this suggestion, and the manner of its reception by the manufacturers, seems to indicate that the canners' association is moving in the logical direction—the one direction that extends the surest guarantee of final delivery from "defamers" and of real development of consumption.

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Jacob Eppstein, president of the Foster-DeBevoise Advertising Company, has brought suit for \$10,000 damages for libel against Frank B. Pelton, president of the Pyro Sign Company. A former suit growing out of business differences was decided in favor of Mr. Pelton. Following this the latter is alleged to have sent a postal card with uncomplimentary remarks.





*A MEDIAEVAL CONDITION*

## Telephone Service— Universal or Limited?

**T**ELEPHONE users make more local than long distance calls, yet to each user comes the vital demand for distant communication.

No individual can escape this necessity. It comes to all and cannot be foreseen.

No community can afford to surround itself with a sound-proof Chinese Wall and risk telephone isolation.

No American State would be willing to make its boundary

line an impenetrable barrier, to prevent telephone communication with the world outside.

Each telephone subscriber, each community, each State demands to be the center of a talking circle which shall be large enough to include all possible needs of intercommunication.

In response to this universal demand, the Bell Telephone System is clearing the way for universal service.

***Every Bell Telephone is the Center of the System***

**AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES**

## OPTICAL SCIENCE AND HUMAN INTEREST ILLUSTRATION

HOW TO GET ACTION INTO ILLUSTRATIONS — CATCHING ACTION AT "RESTING POINTS"—TWO TYPES OF READERS—"ADAPTATION" AND ITS STUDY APPLIED TO ILLUSTRATION

By F. D. Martin.

Many a good advertising manager has impatiently pushed some job of advertising illustration away from him. "Get some human interest into it," he has wearily urged; "make it look like something real and living, not like a stiff marble carving."

If the artist is a good one he gets it right, but if he is a poor one he surely wears the advertising man's nerves to a frazzle. Realizing how peculiarly effective his advertising must be (especially if the selling end leans pretty heavily on the advertising) the advertising manager has spent two and three times the energy and effort—yes, even the expense—upon pictures than he spent upon copy. He has tried to make his advertising illustration hold interest and tell a story. He knows that he wants *action* in a picture—that peculiar quality that makes the illustration have some of the fascination which a moving-picture has.

But *what* action in a picture is, he is often baffled in analyzing. He has no sooner decided that he wants a horse made to look as though running by catching him with a leg or two off the ground, than the picture, drawn on this idea, becomes bafflingly flat and inactive.

The trouble is that neither he nor the artist has studied the optics and the psychology of illustration. They have not learned how to convey action to readers through the medium of picture.

To get action in a picture you must get the pose that the eye is in the habit of recognizing as action, not something one reasons out to be action. Account must be taken of the fact that the eye never sees *anything* in motion—which may seem strange, but is a scientific fact. The eye sees only the "*resting points*" of a figure in action; and consequently action is only familiar to it in a picture when it sees figures at "*resting points*."

By "*resting points*" is meant that pose or position which occurs just before or just after (or in the middle of an action if the middle has a resting point). For instance, if you want to depict a man striking another man you cannot show him in the act of striking by drawing him with his fist *almost* or halfway landing the blow. It looks then like a statue or a pose. To get action in generous quantity, the man must be drawn either with his arm and fist held back behind his head, or with his fist actually landing on the other fellow. A blacksmith at his anvil must either be drawn with the sledge swung back behind his shoulders, at the very beginning of the swing, or else with the sledge actually striking iron.

The case of a man or horse jumping a hurdle illustrates the matter of the middle resting point. In this case the action has three resting points; just as the jump is begun, the slight poise just over the middle of the hurdle, and just when the jump finishes.

Only by picturing a jump in one of these three positions can it be made to look "*natural*" and suggest motion. Every one recalls how unnatural those photographs of horse hurdlers look when the camera (which is quicker than the eye) catches the hurdler halfway or three-quarters over. The hurdlers seem to be hung up in the air with invisible wires—they don't seem



This famous trade-mark illustrates, in its lower half, how action is secured by the depiction of "*resting points*." But the upper half—the arm—is in a still, posing position. If the stick were swung back over the shoulder, an astonishing addition of suggested action would result.

*"Nothing Succeeds Like Circulation"*

## TREMENDOUS ADVERTISING GAINS CONTINUE

THE LOS ANGELES "EXAMINER" continues to show most remarkable growth in advertising patronage, as indicated by its advertising gain in

**MARCH 1911 OVER MARCH 1910**

**Which is 500 $\frac{1}{4}$  Columns**

or 10,005 inches—an increase of 13 4-5 per cent. This is AGAIN the

### **LARGEST GAIN MADE BY ANY LOS ANGELES NEWSPAPER**

and AGAIN—most significant of all—THE LOS ANGELES "EXAMINER" is the ONLY morning newspaper in Los Angeles that did not show a loss in advertising as compared with last March.

### **The First Three Months of 1911 over 1910**

show most clearly that advertisers realize that "Circulation Brings Results."

THE LOS ANGELES "EXAMINER" made the following gains in advertising published, during the first quarter of the year of 1911, compared with the corresponding period of 1910:

	Local Display Inches.	Foreign Display Inches.	Classified Inches.	Total Inches.	Total Columns.
January .....	*303	1,042	4,777	5,516	275.80
February .....	2,809	289	4,044	7,142	357.10
March .....	4,682	1,099	4,224	10,005	500.25
Total Gains	7,188	2,430	13,045	22,663	1,133.15
*Loss					

These gains are especially notable because the Los Angeles "Examiner" not only made the largest gain of any Los Angeles newspaper during this period, but it was the ONLY morning newspaper in Los Angeles that does not show a LOSS in advertising each month of the first quarter of 1911, compared with the same period of 1910.

Mr. Advertiser, do you not realize that the reading public of the Great Southwest knows that THE LOS ANGELES "EXAMINER" stands for all that is best in this community and that this public reposes complete confidence in its favorite newspaper?

The circulation of the Los Angeles Sunday "Examiner" is larger by many thousands of copies than that of all the other Los Angeles Sunday papers combined.

The Daily average circulation of the Los Angeles "Examiner" is larger than that of any other Los Angeles paper and exceeds that of its nearest competitor by more than 5000 copies.

**THAT'S WHY IT PAYS TO ADVERTISE  
IN THE LOS ANGELES EXAMINER**

## **Sunday Circulation More Than 110,000**

Eastern Representative  
M. D. HUNTON  
Madison Square Bldg.  
New York City

M. F. IHMSEN  
General Manager

Western Representative  
W. H. WILSON  
1409 Security Bldg.  
Chicago

# Because It Serves Their Needs

This is the record of one representative who secured orders for **BUSINESS** and the Book-Keeper during the month of February:

Corporation officials	43
Retail merchants	41
Manufacturers	8
Managers	53
Cashiers	38
Auditors	12
Purchasing agents	4
Book-keepers	16
Accountants	1
Foremen	2

Most of these orders were *two year subscriptions*.

These men—merchants, manufacturers and men in responsible executive positions—have subscribed to this Magazine, not for the empty satisfaction of an hour's entertainment as it comes to them each month, but for a good dollars-and-cents reason: *because it pays to have it.*

When they are up against the problems that come to every business man, they turn to the editorial pages of **BUSINESS** and the Book-Keeper for help and suggestion. Likewise, they look to its advertising pages for new ideas and better methods.

Have you a new idea or better method or any other proposition to put before a large body of business men *through a magazine which serves their needs?*

**BUSINESS**  
THE BOOK-KEEPER

to be moving at all. The eye cannot see an object until the eyeball stops moving, consequently when it follows something that is moving rapidly it sees nothing until a pause in the movement of the object watched allows the eyeball to rest and receive an image.

In the case of a wheel a peculiarly different situation is presented. The wheel has *no* resting points in motion. It therefore presents nothing but a blur to



## HOW TO SPEAK IN PUBLIC

Give **Grenville Kleiser**, (formerly of Yale Faculty), fifteen minutes of your time daily at home and he will teach you how to make after-dinner speeches, propose toasts, tell stories, make political speeches, address board meetings.

His Mail Course will help salesman sell more goods, develop power and personality, improve memory, increase vocabulary, give poise and self-confidence; it will help a man earn more, achieve more. "Your course has been of great service to me in my business, and I commend it to others in the highest terms," says **JOSSELYN F. DAY**, New York's foremost auctioneer.

If you'll write to-day, we'll tell you all about it by mail.

**FUNK & WAGNALLS COMPANY, Dept. 150, New York**

PLENTY OF SUGGESTED ACTION HERE—BECAUSE THE ARMS ARE AT "RESTING POINTS"

the eye; which is actually the only way motion can be imparted to the picture of a wheel.

With distinctions and facts like these understood, the actionless picture can quickly be spotted and the thing at fault pointed out. "Dead" pictures have no place in advertising illustration. The study of the subject of advertising illustration in this manner has been undertaken by the Round Table of advertising men which has been meeting in New York City to hear and debate the scientific analyses of advertising which Professor H. L. Hollingworth, of Columbia University, is making before it each Friday night.

As a result of the study of advertising illustration in this way, the interest of advertising men in the subject of illustration has been much stimulated. As was shown by a test, advertising men tend to emphasize copy to the exclusion of illustration, while the artist tends to minimize the value of copy. The Round Table discussions have brought out more appreciation of the medium be-

tween, and also introduced definite points of test for the advertising value of illustrations. The optical test was found to be important in order that the chief interest of the illustration might be given the advantage of the focal point of the page, where attention fixates most effectively.

Professor Hollingworth showed how the interest in pictures is a primary racial trait: how any human being in action is by instinct fraught with the highest kind of attention value. Animals in common with man are instantly and keenly interested in anything showing another being in action, because, in primeval times, it was absolutely necessary to life. Whoever wasn't especially keen in watching the actions of others perished early.



IS HE FEEDING THE BURRO, OR ARE THEY BOTH MOVING? AN "UNSCIENTIFIC" ILLUSTRATION

However, for this very reason, it was pointed out, a picture of other beings in action quickly loses its value unless it contains something that can hold interest.

Like the animal, keenly sensitive to a noise or a movement, but instantly indifferent as soon as the action is demonstrated to hold no real interest or danger element, people who look at ads quickly relinquish their attention when nothing is presented to take their instinctive interest up to the higher mental processes.

It was shown that people divide themselves into two classes in respect to illustrations—classes between which the presence or

# Buckeye Covers

The principal product of a mill that has attained national pre-eminence through its success in making *high-grade papers at a moderate price.*

Your local dealer's price list will tell you how easy they are to buy.

Our "Buckeye Proofs"—sent free by express if requested on your business letterhead—will show you how surprisingly adaptable they are to the varied requirements of the progressive advertiser.

Buckeye Covers are made in 15 colors, four finishes and four weights to suit every purpose. Stocked by representative jobbers in all principal cities. Sample book free.



## The Beckett Paper Co.

MAKERS OF GOOD PAPER  
in Hamilton, Ohio, since 1848

**Do you manage your advertising expenditures or does your advertising expenditure manage you?**

*Thomas Balmer*

¶ The answer to that question will tell you whether you are advertising successfully or otherwise.

¶ Successful advertising produces results.

¶ It is therefore a known entity.

¶ You control and direct this known entity, for you know its results are sure when you use the right media.

¶ Your advertising expenditure will sit lightly on your shoulders.

¶ If on the other hand your advertising is unsuccessful—if for some reason the media you select is without sales influence—then will your advertising expenditure become your imperious master—and you its slave.

¶ Do you know the mighty sales influence of the Woman's World—reaching 2,000,000 homes—one family in every seven of the total rural population of this country?

¶ Then is it any wonder to you that advertisers who use the Woman's World are successful advertisers—they manage their advertising expenditures and are not managed by them.

¶ 95% of your difficulties (if you have any) can be smoothed away—I'll tell you how—

¶ Write for rate card showing circulation in every state that will convince you the Woman's World should be the most relied on of any advertising medium in the world.

THOMAS BALMER,  
Advertising Director  
Woman's World

I. A. Lesher,	A. J. Wells,
Advertising Mgr.,	Eastern Adv. Mgr.,
Keener Building,	Fifth Ave. Bldg.
Chicago, Ill.	New York, N. Y.

absence of the power of imagining may be said to form the dividing line. Some people always seem to need illustration to persuade them, and others invariably prefer to absorb their decision to buy from words only. Tests with advertisements were figured out in tables proving the truth of this; and advertising men in discussion agreed that both kinds of ads were important to use in a series.

Discussion brought out the point of "adjustment" to an advertisement which had become devoid of interest. An advertising man told of a certain sign merely



TWO ILLUSTRATIONS FROM ADS WHICH ILLUSTRATE EFFECTIVELY THE SUGGESTIVE POWER OF THE "RESTING POINT" IN ILLUSTRATION

illustrating name and trade-mark and illustration of the article which had been erected on his daily route home. He had for the first few days "attended" (to use the optical term) to this sign; but after three or four days he went by it regularly *without seeing it*, in spite of its flaring colors, prominent position, etc.

Others told of "landmarks" in periodical advertising pages, which were ignored because their pictorial interest was emptied long ago for them. Prof. Hollingworth explained how everything about us that we see is in process of being mechanically attended to, or "adapted." Like the horse who adapts himself to the auto, people quickly adapt themselves to anything that is repeated to their sight or attention. This was a blow to the advertisers who repeat their illustrations and cling to a set pictorial style, depending on "repetition" to "hammer in" their message. According to Prof. Hollingworth, this idea is unsound and unscientific.

## PROFIT-SHARING IN ADVERTISING AGENCIES

H. E. LESAN ADVERTISING AGENCY

NEW YORK, March 30, 1911.

*Editor of PRINTERS' INK:*

In a recent issue of *PRINTERS' INK* this statement is made: "Mr. Ireland has placed his agency on a co-operative basis—the first instance, it is said, in the advertising agency field. Every employee will share in its success."

Permit me to say the H. E. Lesan Advertising Agency, of New York and Chicago, has successfully worked out the co-operative plan for the past two years, in both its offices, much to the pleasure and profit of those participating.

The profit-sharing principle has been extended to all employees of the Lesan Agency. A certain division of the profits is set apart each year, and every employee participates under a system of markings, which they themselves have established and pass upon. Laxity in the performance of duties calls for marks of demerit, while an unusual stroke of genius or the freedom from mistakes calls for marks of merit.

These marks are determined by the employees and announcement made by bulletin.

The marks of merit and demerit are made against the individual but the cash credit or debit is not made against or to the individual. At the end of the year all of the demerits and merits are balanced, and if the merits exceed the demerits—as they always have—this amount of money is then added to the regular fund for distribution among the employees, and if the demerit side should ever over-balance, this deficit would be deducted from the amount of money distributed among the employees.

In this way the personal honor or discredit of a commendable or reprehensible piece of work is secured for the individual, while the proceeds or penalties therefrom are distributed over the entire office, dissipating to a large extent the feeling that is in so many offices that "this is my work and something else is the other fellow's."

The plan has resulted in a feeling of security and independence among the employees; it enlarges their scope of responsibility through a personal interest in the affairs of the business.

Another interesting feature is regular meetings held by the employees, at which they invite various members of the organization, or outside of the organization, to address them in the evenings on subjects which make them more efficient in their work.

In this way, for instance, meetings have been held and are now projected to study office system, to go to the electrotypewriter, engraver and printer in a body and learn the processes there so that they will understand more thoroughly the difficulties and necessities when electrotypes are to be ordered, etc., etc.

An employees' pension fund is now being arranged, and the company also pays six per cent interest to its employees on small savings.

J. R. KATHRENS,

**KEITH'S  
COVER  
PAPERS**

## WHAT AN ENTERPRISING DEALER DID

Q An enterprising grocer in Boston sent out a beautiful greeting to his customers on the first of the year. It was so different from the practice of most grocers that it made a most favorable impression for his enterprise and his courtesy, among his patrons. The grocer used KEITH'S ONYX paper.

Q If you have catalog work which requires a distinctive cover, or if you wish unusually effective announcements, KEITH'S ONYX COVERS and VELLUM ANNOUNCEMENTS will carry your suggestion with great effect.

Q Let us send you, without charge, samples, and also a copy of the SPECIMEN BOOK, a journal devoted to the showing of samples of good papers in practical use.

Q Please mail us samples of printing on our paper.

Q Ask your printer to show you samples of KEITH'S ART COVERS and other papers, or address Department 2.

**KEITH PAPER  
COMPANY**
**5 WATER STREET  
TURNERS FALLS  
MASSACHUSETTS**

## MAGAZINE PUBLICITY AS INVESTMENT IN DEALERS' GOOD WILL

ALABASTINE ASKS FOR NO PUSHING TILL IT IS FULLY ENTITLED TO IT—THE FALLACY OF FORCING THE DEALER TO STOCK—ALABASTINE CONVERTS THE DEALER AND THE DECORATOR, AS WELL AS THE PUBLIC

The Alabastine Company, of Grand Rapids, maker of sanitary wall coating, etc., has no sympathy with those manufacturers who take the attitude that an extensive magazine campaign entitles an advertiser to use the "big stick" in urging dealers to "stock in." It rather believes that a good campaign may be made the starting point of more harmonious and beneficial relations with the dealer; that advertising is a liability until it is turned into an asset by honest goods, honorable merchandising and by faithful service that finally wins good will of the trade as well as of the public.

J. L. Hamilton, general manager of the company, in a recent address before the Illinois Hardware Association, defined his responsibilities as an advertiser in substance as follows:

"We believe that an advertiser is violating a good business principle in forcing dealers to handle his goods. One of the efficient distributive influences working to-day—and one can see this if one will only look—is the good word of the dealer. I have never been able, as a man working for the ultimate best financial profits, to see the justification of the policy that snubs the retailer into covert or open antagonism.

"The dealer's province is to distribute; not to spend his time and energies creating a demand which rightfully should be done by the manufacturer. No dealer is justified in this age in stocking with a line of goods on the theory that somebody is going to create a demand by some particular advertising. Rather should the dealer before stocking with any line of

goods insist that the demand be already created for that line. Every time a dealer adds a line that does not possess merit or for which a proper demand does not exist, he has to that extent lowered the average value of his entire stock.

"It is folly for a manufacturer to be antagonistic to the trade. He by so doing alienates from himself a powerful selling influence. Rather should a wise



### When You Take Your Business Friend Home to Dinner—

you expect your home to reflect your success and stability—exactly as the president's private office reflects the good business interests of your firm.

Walls around the atmosphere of every room. Back up every price of furniture, painting, or house. Your success has provided, make the best use of your belongings. High from beauty, in it, pleasant surprise, your walls suggest

Alabastine has proved its efficiency in the better homes, hotels, clubs and public buildings throughout the country for over a quarter of a century.

It is most attractive, clean, wall paper of paint and costs but less. Two samples to be compared with any grade of wall

paper. Costs a little more for the material—the more to put on—than paper, does not chip, peel or rub off if properly applied, and is extremely sanitary. Easy to wall covering in new, mixed colors, with good water-applied with an ordinary wall brush.

The points of Alabastine's success make itself manifest. It is the most beautiful of any other decorative material.

See how it looks in your own home. It is the most beautiful of any other decorative material.

**Alabastine**  
The Beautiful Wall Tint



**Alabastine Company**  
Grand Rapids, Mich. New York City Water Street

TASTEFUL AND CONVINCING COPY

manufacturer advertise consistently to create the staple and steady trade that is sure to win also the good will of the merchant. Advertising experience is leaving by the wayside several outworn tricks of the trade. One of these is the getting out of flashy circulars and the use of cheap publications which may be used to deceive the dealer into a belief that some really efficient consumer work is being done.

"So many dead goods on his shelves bear testimony to the profitless schemes of the past that the retailer at last is coming to know that only steady, good advertising and righteously made goods that fill a real need, warrant him in making himself an



# FACTS vs. CONFUSION

**There is Only One Kind of Newspaper Circulation Statement that is Both Accurate and Convincing—A Statement of Net Paid Circulation**

*THE RECORD-HERALD* prints on its editorial page every day a sworn statement of net paid circulation, Daily and Sunday, for the preceding month. The statement excludes all copies spoiled in printing, all exchanges and free copies of every description and all returns.

*THE RECORD-HERALD* is the only morning paper in Chicago that makes a sworn statement of net paid circulation.

*THE RECORD-HERALD* has not a single copy of *Coupon* circulation. Coupon circulation is a trap for the unwary advertiser. Thousands upon thousands of a single issue are bought for the coupon—which is clipped out—the paper being thrown away. Think of the waste!

*THE RECORD-HERALD* does not base its circulation statement on the accumulation of the Sunday and Daily issues divided by the number of days in the week or month. It states the net paid circulation of the Daily issue and the Sunday issue separately.

*THE RECORD-HERALD* maintains that it has the only *known* morning newspaper circulation in Chicago, because no living man can separate newspaper circulation from coupon circulation, with millions of votes cast for this, that or the other prize.

*THE RECORD-HERALD*, during March, had an average daily net paid circulation exceeding 210,000 copies—a gain in six months of over 72,000—and an average Sunday net paid circulation exceeding 225,000—a gain in six months of over 42,000 copies.

*THE RECORD-HERALD* persists in the confident suspicion that its own daily circulation is the largest net paid morning circulation in Chicago.

## MARCH ADVERTISING GAIN

In March, 1911, *THE RECORD-HERALD* gained 78 columns of advertising over March, 1910, and it was the only morning paper in Chicago which gained.

**DAILY, NET PAID, 210,000**

**EXCEEDING**

**SUNDAY, NET PAID, 225,000**

**EXCEEDING**

## THE CHICAGO RECORD - HERALD

**Largest Known Morning Circulation in Chicago**

**6 Months' GAIN 72,000**

**EXCEEDING**

**DAILY  
NET PAID**

**6 Months' GAIN 42,000**

**EXCEEDING**

**SUNDAY  
NET PAID**

appreciable factor in their selling."

No money is ever spent advertising Alabastine with the thought of forcing some reluctant dealer to put it in stock. The company would rather have one enthusiastic dealer, who heartily believes in its proposition, than a dozen merchants who put in the material half-heartedly to avoid losing some trade.

Each inquiry brought by Alabastine advertising is treated on its individual merits and with the object of creating a sale for the local dealer in the place where the inquiry originated.

"The company holds that the dealer has a certain duty toward the manufacturer who is doing his honest best to sell good goods. He should tell the company when he is not getting satisfactory trade, and work with the company to find the reasons that militate against the wider purchase of the product in his community. Often

in this way remedies may be applied that will overcome the tendency to slackness and turn a slow-moving line into a faster moving one and "ginger up" the whole retail selling line.

"We use the magazines most that educate their readers most in the art of interior decorations," said C. L. Murphy, in charge of the publicity department. "We have built up a steadily increasing business that testifies to the correctness, in part, at least, of our advertising and merchandising policies. We have endeavored to grow along substantial lines, taking advantage of temporary

conditions or fashions in decoration, wherever possible, but never doing so at the expense of a genuinely fundamental upbuilding.

"It follows, therefore, that we put into the hands of the dealer every selling aid we can. We give him post-cards colored with Alabastine. We send him designs that may be worked out by the use of our product. With *Brush and Pail* we are educating the painters and the decorators who get this house organ to purchase of our dealers, so that the dealer, the decorator and the manufacturer form a perfect trinity of co-operation.

"We move in the direction of the least resistance, when by so doing we do not contravene some common-sense trade policy. We do not wish to win sales to-day at the expense of more sales tomorrow.

"We are using space this year in *Everybody's*, *McClure's*, *Good House-keeping*, *Hampton's*, *American* and *Saturday Evening Post*."

#### C. P. KNILL TO MANAGE A. A. A.

Charles P. Knill, for a score of years connected with leading Chicago papers, has succeeded T. E. Crossman as manager of the Association of American Advertisers, with headquarters in New York. Mr. Knill was with the Hearst papers in Chicago for some six years and was advertising and business manager of the *Chicago Tribune* for thirteen years. Mr. Crossman has retired from the advertising business.

The noonday luncheon of the Pilgrim Publicity Association, Boston, April 3, was addressed by Mrs. Charles Park on "Equal Suffrage."

**In the Better Built Homes  
You Find Alabastine Walls**

Alabastine is a new, beautiful, durable and strong wall covering. It is made of pure, white, natural gypsum, and is the only wall covering that can be applied to any surface, and will stand up to the most severe weathering. It is the only wall covering that can be applied to any surface, and will stand up to the most severe weathering. It is the only wall covering that can be applied to any surface, and will stand up to the most severe weathering.

**Alabastine**  
The Beautiful, Durable Wall Tint

Alabastine is a new, beautiful, durable and strong wall covering. It is made of pure, white, natural gypsum, and is the only wall covering that can be applied to any surface, and will stand up to the most severe weathering. It is the only wall covering that can be applied to any surface, and will stand up to the most severe weathering. It is the only wall covering that can be applied to any surface, and will stand up to the most severe weathering.

**Alabastine Company**  
Grand Rapids, Mich., 1902 Grandville Road  
New York City, 100-100 West Street

#### A PLEA TO CASTE

## "BIG SIX" ELECT OFFICERS

At a recent meeting of the "Big Six" medical publishers, held in New York, the following officers were elected: Dr. H. Edwin Lewis, *American Medicine*, president; S. De Witt Clough, *American Journal of Clinical Medicine*, secretary.

The "Big Six" was formed at the convention of the American Medical Publishers' Association held in St. Louis, in June, 1910. The membership is made up of the following journals: *American Medicine*, New York; *American Journal of Surgery*, New York; *Therapeutic Gazette*, Detroit; *American Journal of Clinical Medicine*, Chicago; *Interstate Medical Journal*, St. Louis; *Medical Council*, Philadelphia.

The organization was formed for the purpose of promoting the value of medical journals, in respect to their standing as an influence of great force with their subscribers.

A physician's recommendation of an article is highly prized by most manufacturers, yet few of them use medical journals to accomplish this effect.

It is the purpose of the "Big Six" to carry on a campaign that will educate the manufacturer as to the desirability of advertising direct to the physicians, through the medical journals which they read.

The medical publishers are but following the example of other successful classes of publications, such as newspapers and magazines, which already have their own organizations.

The articles of agreement contain the following significant paragraph:

"The object to be sought for by this organization is the encouragement, promotion, development and improvement of medical journal advertising, not only for the benefit of those immediately associated, but also for the scientific medical press at large; and further to discourage exaggerated or unreasonable claims in the advertising pages of medical journals, and further to induce manufacturers of hygienic and dietetic products of merit, automobiles, resorts and other articles which can be advertised with consistency to the medical journal reader."

The delegation of ad men from Iowa to the national convention at Boston in August will stop at Detroit, Niagara Falls, and East Aurora, N. Y., to visit Elbert Hubbard and the Roycrofters. The general topic of discussion at a meeting of the Des Moines Admen, March 29, was "The Practical Use of Science in Advertising." F. M. Ball spoke on "Studying the Habits and Powers of the Eye," R. H. Miles on "In Studying the Mind of the Consumer," and M. N. Clark on "Applying the Principles of Art." It was voted to add 100 honorary members.

The Campbell-Ewald Company, Detroit, Mich., which was recently incorporated, taking over the business of the Campbell Advertising Service, has moved its offices to the Wayne County Bank building.

## For the Attention of Analysts—

Granted that *why* a thing succeeds is vastly more significant than the mere knowledge that it *did* succeed.

Then the fact that **LESLIE'S WEEKLY** gained more than

**64%**

in advertising and

**354%**

in circulation in 1910 over 1908 is not so significant as *why* it made these gains.

This "*why*" is what the analyst wants and what we want to tell him—*on request*.

We shall accept your inquiry solely as a desire for knowledge—not as an invitation to be solicited.

# Leslie's

ILLUSTRATED WEEKLY

ALLAN C. HOFFMAN  
Advertising Manager  
225 Fifth Avenue  
New York

CHARLES B. NICHOLS  
Western Manager  
Marquette Building  
Chicago

**If you were Marooned in the  
middle of China, wouldn't You  
Seize on a Newspaper Printed  
in English and Read every Line  
of it—Advertisements and All?**

English is a sealed book to Fourteen Million Americans.

All they know about American life—and American goods—they get from the newspapers and periodicals published in their own languages.

They are eager buyers of every staple and trustworthy product they know. They are producing the wealth to satisfy their wants.

Let our Translation Bureau put your advertisement into the vernacular of 26 languages and show you how it looks.

Address—

**LOUIS N. HAMMERLING**

President

**American Association of Foreign-Language Newspapers**

**703-5 World Building, New York**

(The American Association is an alliance of 430 foreign-language newspapers printed and circulated in the United States and Canada, which offers all the facilities of an up-to-date advertising agency for the foreign-language field.)

## GOOD SYSTEM AND ORGANIZATION IN ADVERTISING DEPARTMENTS

GOOD TOOLS AS IMPORTANT TO ADVERTISING MEN AS TO TRADESMEN—MAKING ONESELF INDEPENDENT OF DETAIL—"MECHANICALIZING" AS MUCH AS POSSIBLE—EXTRACTS FROM ADDRESS BEFORE JOINT DETROIT ADCRAFT AND Y. M. C. A. ADVERTISING CLASS

*By Edward S. Babcox,*

Advertising Manager, Yawman & Erbe Manufacturing Company, Rochester, N. Y.

Besides his brains, the advertising manager who is employed by the manufacturer or merchant has certain tools to work with—cuts, drawings, media, follow-up, orders, correspondence and various records. His success or failure depends upon the use he makes of these God-given and man-given implements. Men say that all big businesses are but the lengthened shadows of individuals. If that is true, I believe that our successful advertising departments are the children of keen advertising brains—reflections of men who have studied and mastered the ever-arising puzzles, the solution of which make up the profession. And, mind you, it isn't the man who stamps around and tears his hair who accomplishes the most. As in every line, the successful man in advertising is the man who sits calmly in his office, or in the office of his chief, and plans his campaign effectively; a successful man in advertising knows how to execute his plans when made; and finally, he knows how to record his plans, his expenditures, and his results, so that facts and figures showing the present status of affairs are always available.

First of all, don't try to do it all yourself. Have help enough. Find out from your chief what is expected from you and your department, and then sit down and figure it out. That's your job. You're paid to plan and oversee the campaigns of your

firm. They don't expect you to do all the work. Nowadays executives are largely judged by the amount of work they do *not* do—are not obliged to do. Get the right people to look after the important branches of your work. The size of your campaigns (and appropriation) will regulate the number of people required. Have a good assistant—an understudy; a man who knows about types, paper, clerical routine, copy, etc., and, of course, if you're in magazines or newspapers, enlist a reliable agent.

I knew an advertising man who kept most of his department information in his head. The balance he kept in his desk. Result: both were badly cluttered when quick action on big plans was needed.

Get a filing cabinet. One in which you can file correspondence, cuts, drawings, card records, books and catalogues. The modern sectional construction of these cabinets enables you to buy only what you want in the beginning and then add more and different cabinets as you require them; in other words, you can develop your filing system as your department develops.

All of us know that in business to-day, it is executive work that pays best. Go into a big store; 1,500 people are employed there; all are busy and everything is hustle and bustle. Who's the head of it? This man who sells you a collar? That man who tells you where to find the jewelry department? No, sir,—you can hire these kind of people for \$10, \$20 or \$30 a week. If you would find the man behind this big organization go up on the fourth floor; back in the corner in a small office with a door marked "superintendent" you'll find him administering the affairs of that great institution. Like the mainspring in a watch, he is usually out of sight. He is the engine in the train. The whole store obeys him. The very momentum of his personality energizes the entire store.

In his department, the advertising manager's position is similar. If he is successful he directs

the work and yet keeps as far away from details as he can. He keeps his head clear for the big things his job requires of him. If he is wise he will know the duties of each person in his department. He will have able and competent assistants.

Routine work must be done. The directors of the company hold the advertising manager responsible for the department and all its employees. The manager, therefore, must "mechanicalize" his work to the limit. If he makes good he makes good as an executive, not as a clerk or a detail man. And don't forget this: When your chief sizes you up for a bigger job he considers not only the record you have made, but the records you keep on file, and the way you keep them. The last two considerations concern us to-night.

The best organized advertising departments are those in which the record systems operate like habit in a man. As infants, each of us was helpless. If someone threw a snowball at our head we'd quite likely throw up our hands and let it hit us squarely. We didn't know how to avoid it; our muscles were not trained. We had yet to learn how to co-ordinate our movements. We had to learn how to walk, talk, run, dodge. As men, these things are simple. We do them without thinking. We say we do them habitually. Today, if we saw a snowball coming at our head, a photograph of our mental action might show something like this: the nerves in the eye carry the danger signal to the central exchange of our organism—the brain. The brain centers instantly shoot out a warning to the hands; up they go and catch the snowball. A man's physical and mental make-up is not unlike a telephone system, with your brain the exchange. All incoming and outgoing connections are made there.

That's the way the psychologist would talk to you. But when we see a snowball coming, do we stop to analyze our action, the why and wherefore of it? Out goes a hand to stop the missile. We

have done that thing so often that nerve tracks are well worn. We've formed a habit, as we say.

That's the way your department organization should work. All the systems, record forms, etc., are simply the machinery, the mechanics of the department, so to speak, the hands, feet, eyes, etc. You, the manager, are to the department what the brain is to your body, the director-general. You are paid for your thinking capacity, for your ability to weld together, to co-ordinate the various phases of your work into a profitable department. You are the "Central" in your sphere.

Let good organization and simple, efficient record system become well settled habits in your department—and you will make good.

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#### "FAMILY MAGAZINE SECTION" FOR SUNDAY PAPERS TO BE LAUNCHED

The popularity of the Sunday magazine supplements has led to the development of the idea along other lines, and a new monthly magazine called the *Family Magazine Section* is scheduled for issue June 25 in connection with eight Sunday newspapers having an aggregate circulation of 1,500,000 copies. The Abbott & Briggs Company of New York and Chicago is the general manager, and the newspapers are the *Boston Globe*, the *Chicago Tribune*, the *Cincinnati Enquirer*, the *Washington Post*, the *Pittsburg Dispatch*, the *Philadelphia North American*, the *San Francisco Call* and the *St. Louis Globe-Democrat*.

The new magazine will be printed on supercalendered stock. The cover will be in two colors, and the size of the page ten by thirteen and one-half inches. The illustrations and contents will be of standard excellence. For the first number Richard Harding Davis has written a story called "The Lost House."

An unusual campaign of advertising for weeks in advance is promised, and a kind of distribution "which will be an object lesson of direct progressive methods in magazine distribution," all without "any embarrassment or expense to the United States Government."

The *Family Magazine Section* will appear on the fourth Sunday of each month. It will be a regular feature of the Sunday papers responsible for its appearance.

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Will W. Zimmer recently left *The American Lumberman*, where he was in charge of the advertising and advertising service departments, to take over the business management of *The National Land and Irrigation Journal*.

¶ There is a big manufacturer of automobiles in Cleveland—a man of ideas.

¶ He tried a way to find out for himself what kind of advertising of automobiles was worth while.

¶ So he had letters written to the thousands of his customers who had bought his automobiles, and asked them what magazines they read.

¶ Most of them said *Harper's Magazine*.

¶ Then another big firm that made automobiles—this was an Indianapolis firm—tried the same plan with their great list of purchasers.

¶ And with their customers it was the same—HARPER'S led all.

¶ *Most people who read Harper's Magazine regularly have money enough to buy an automobile.*

We'll tell you the names of the automobile firms if you want to know.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. MALCOLM C. AUERBACH, Mgr. St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151. Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.  
J. GEORGE FREDERICK, Managing Editor.

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New York, April 13, 1911.

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## The Price Maintenance Decision

Not all is lost. The elaborate study and carefully worked out detail of many price-maintenance systems are rudely jarred, to be sure, by the Dr. Miles Medical Co.-Park & Sons decision in the Supreme Court last week. But as in many another case where the radical anti-trust law has stultified advance in modern business ethics, the spirit of the matter, the real principle at stake, is still as true as ever, and must be so recognized more and more by live distributors.

Even the law of the matter is not fundamentally changed, because a contract is still a contract, and for those advertisers who deal direct with retailers, and stand back of price agreements with both firmness and fairness, there is nothing lost.

The blow hits hardest upon those who perhaps can deal with retailers only through jobbers.

The effect of any lack of jobber co-operation in price maintenance must now inevitably bring advertisers more and more toward several significant things—chain-store systems, combination and concentration of capital and industry, or close co-operation with other advertisers for mutual protection.

Lawyers and the public, and even judges and students of economics, have been slow to see the waste of disorganization, feint and sham represented by the cut-price plan of selling. They have been blinded by the demagoguery which argues in the name of the consumer, but on wholly illusory premises. The dealers who cry loudest for cut prices cry only so that they may use trade-marked goods with *repute for standard value* as bait for under-standard goods at standard prices. The cry for cut rates is therefore merely the selfish cry of distributors for permission to use goods of established *repute* as a sheep-skin to cloak their own wolfishness. In fact, the practice of parasitism upon advertised reputations is now so widespread that retailers of otherwise broad ethics fall in step with the general custom. They forget that if advertisers should quit fighting and no longer advertise they would be minus their daily cut-price trade-marked "leaders" and would have to find something new to sack, or else invent a machine to *club* people into the store.

Good lawyers, after examining the Supreme Court decision, believe that price maintenance, even for those dealing through jobbers, is still a legal method. What is known as the Freeman plan, where the jobbers and wholesalers are in actuality made consignment agents (not merely ostensibly, as in the repudiated Miles case) will stand, is the opinion of these lawyers. A true contract is thus secured between manufacturer and dealer, the wholesaler actually paying for the goods only as the consumer buys. The "bonus plan" also seems untouched by the decision. The manufacturer is bound to protect himself against the disintegration of price-slashing; and in pro-



protecting himself he is only protecting both consumer and dealer from the quality-wrecking result of price-cutting.

### **Those Postal De- velopments**

Party politics are now to inject additional interest into the postal situation. A Texas Democrat has got in ahead of some Republican insurgents in the introduction of a bill to investigate the Postal Department. Between the two factions now clamoring for the honor of starting an investigation, there are bound to be significant and effective disclosures.

Chairman Fitzgerald introduced a bill repealing the second and unnecessary bill providing for a Postal Commission, and the temper of the new Congress will disclose itself when this comes up for passage, if it gets there before the investigation resolution.

Many of the publishers who were at Washington during the exciting recent days feel very strongly about what they learned. Their mail was almost all opened—though, of course, they do not know by whom—as carefully fixed-up test packages proved to them. The feeling that the Post-Office Department must have a regeneration has been growing, and political leaders have sensed the fact from the disclosures of the recent second-class rate campaign.

It is promised that matters have only just begun in the matter of postal developments, and the haste with which two important political factions have resolved to investigate gives the promise backing.

### **More Big Building Mania**

It had seemed that the big building advertising delusion was confined to insurance companies and the Singer concern, who have agreed on the fact that as advertisements big buildings are a mirage.

But another large interest seems

never to have been able to throw off the virus with which it and others have become inoculated; and now we are to have the Woolworth Building, on lower Broadway. F. W. Woolworth is personally to put up the "tallest building in the world" (of course!) and thus the famous chain of five and ten cent stores are to be glorified to the skies.

The Woolworth stores now number 318, exclusive of six in England. They are growing rapidly, and there was a recent rumor in Wall street that the company's capital was to be increased. Its common stock now pays ten per cent, and its exact earnings are carefully guarded. The new building (fifty-nine stories high!) is to be purely a personal venture by Mr. Woolworth. It is very likely to become an *adventure*, for buildings are now noted to be "lemons" as far as the popular prestige they are supposed to bring is concerned. A dangerous state of mind may be generated in the simple public to whom the stores cater, after they constantly see the costly pile before them and realize that it was paid for out of profits on things they heretofore have fondly imagined there was almost no profit in.

What, too, of the peon manufacturers in the out-of-the-way untrade-marked places who use five and ten cent stores as a bread line when they get "stuck"—which is often? It has been said that the five and ten cent stores couldn't live except for weak manufacturers who haven't the courage to trade-mark their product and stand up for it, and who, because they don't understand selling, are constantly going to the wall or selling out accumulated stocks at a loss. Perhaps the sight of the magnificent world-beating tower will give them courage to try to make a little profit for themselves and their workers instead of giving it all to shrewd distributors.

It is noticeable that every one of those having the big building mania are those who have rarely if ever done any modern advertising. Mr. Woolworth has usu-

ally laughed to scorn any suggestion that his business could be advertised; yet now he proposes to spend millions on admittedly the worst possible sort!

### **Dividends and Consumer Courtesy**

It is interesting to note how the "Thank you" spirit of doing business is coming to possess big corporations, now that one of the largest has proven beyond doubt that it pays. From the cigar business it is cropping out in railroad affairs, as witness the following editorial, entitled, "Cultivate a Sunny Disposition," from the *Service Gazette*, published by the Denver & Rio Grande railroad:

Bear in mind it is no trouble to smile; to say "Thank you" when accepting a patron's money; that it sounds much softer to say "What can I do for you?" than "What do you want"; "Tickets, please" rather than "Tickets."

A pleasant word and a cheerful disposition work wonders and the person who has the faculty of always being pleasant and agreeable possesses an asset of incalculable value. In the words of a modern philosopher:

"Do not argue with patrons; nor contradict them. The man who endured everything from rude patrons, and got even by getting their business, may not have been actuated by the best motives, but his general policy was right. Always be circumspect and courteous. Bear the faults of some, the impoliteness of others, and pardon everybody sooner than yourself. Responsibilities gravitate to the person who can shoulder them, and power flows to the man who knows how."

These instructions have a universal application to merchandising, and if every retail clerk selling trade-marked or any other kind of goods should live up to the ideal set forth above, there would be a quick advance in advertising effectiveness. The contrasts between the sympathetic and service-offering tone of advertisements and the actual treatment received by the reader from the local representatives of the concern, is now frequently a disgrace to merchandising. Consumers will personify the manufacturer in the clerk who sells his goods; and they will expect him to be as well-informed as the man seemed to be who wrote the general advertising.

It is forgotten by the average person dealing with purchasers

that they take pleasure in buying. To the average woman, for instance, shopping is not a task, but a recreation. A good salesman can make buying so pleasant that there is a feeling of wanting to come again to buy, irrespective of whether anything is actually needed. This pleasure in shopping when analyzed will be found to consist of confidence in the intelligence of a salesman, courtesy and assistance in buying just the right thing for just the right reasons. It is the height of annoyance to find the salesman inaccurate and without even as much information as the intending purchaser. In the old days this was not so, but today advertising is educating people to a surprising degree of technical information, and the clerk who doesn't read advertising matter and study merchandise can't hold his own with his customer.

### **MUST MAKE UMBRELLA LOVED**

Do you regard your umbrella with that degree of sentiment to which it is entitled by long, unselfish service, or do you leave it kicking around the house, and never bestow a thought upon it until it rains?

This query was the conclusion by a speaker before the Chicago Advertisers' Association the other night. The members agreed that people must be taught to cherish their umbrellas in a campaign in which it was proposed to spend \$50,000 to boom a certain make of umbrella before results could be obtained.

Incidentally it was brought out that \$15,000,000 worth of umbrellas are manufactured in the United States every year, and that a very large proportion of them is "borrowed" and not returned.

### **TRADE PAPERS AGAINST COMMISSIONS**

The executive committee of the Grocers and Allied Trades Press of America has adopted a resolution asking all members to stick to the principle of refusing to pay commissions to advertising agents. All but three of the members have agreed to this and the action is expected to be made unanimous very soon.

A plan to increase the circulation of the member journals through acting in harmony with the National Association of Retail Grocers will be prepared by the advertising agents of the Press, the C. M. Wessels Company, of Philadelphia, for presentation to the Grocers' National Convention to be held at Denver in June.

# He Would Not Use Life

THE President of a large automobile company said he would not include LIFE on their list, as he felt every reader of LIFE owned an automobile and would not be interested in their advertisement.

Every man to his own way of thinking; but if his statement is correct, aren't LIFE'S readers a very desirable class to reach?

People who have the means to own automobiles are likely to be in a position to afford most of the other good things in LIFE—the medium conceded to have the greatest number of readers per copy of any publication printed.

*Another Record  
April the  
largest month  
in  
Life's  
28 years*

GEORGE B. RICHARDSON  
Advertising Manager  
31st Street West, No. 17, New York

B. F. PROVANDIE  
Western Manager  
Marquette Bldg., 1204, Chicago

# The Friends a Magazine Makes

**I**T is friends that count. The ability to make friends and hold them is the source of power in men, and in magazines, too, and magazines make friends the same as men do, and hold them.

Take The World's Work as an example: It has made its friends year by year through a decade. It has personality as a magazine to attract a certain kind of personality in men and women. Those men and women have made these definite things possible:

A dealer in children's dresses and furnishings, with keyed advertisements, has used The World's Work successfully ever since it was established.

A manufacturer of travelers' handbags got his inquiries at lowest cost per inquiry through The World's Work.

The World's Work sold expensive swinging couches for porches at lowest advertising expense.

Four well known bond houses have found that they sell bonds at the lowest cost per thousand dollars worth of bonds through The World's Work—the national investment medium.

The City of Des Moines advertises in The World's Work because it reaches "men of affairs and men of capital, who, when interested, are the real builders of communities"—a magazine of efficient municipal advertising.

As a distinctive magazine, with a personality of its own, The World's Work is an ideal advertising medium, not for any one particular thing, but for all quality articles of use in good homes.

## The World's Work

Garden City, L. I., N. Y.

## APRIL MAGAZINES

ADVERTISING IN THE LEADING MONTHLY  
MAGAZINES FOR APRIL

(Exclusive of Publishers' own advertising)

	Pages	Agate Lines
Everybody's.....	183	41,104
Cosmopolitan.....	168	38,444
Review of Reviews.....	152	34,132
McClure's.....	149	33,404
American.....	111	24,976
Canadian.....	110	24,640
World's Work.....	108	24,276
Sunset.....	107	24,176
Minsey's.....	107	24,080
Scribner's.....	102	22,946
Pacific.....	100	22,568
Hampton's.....	88	19,183
Century.....	82	18,482
Current Literature.....	81	18,172
Uncle Remus's (cols.).....	77	17,304
Success (cols.).....	83	18,734
Argosy.....	88	14,784
Red Book.....	56	12,600
Pearson's.....	54	12,096
Columbian.....	53	12,026
Atlantic.....	49	11,144
World To-Day.....	42	9,450
Theatre (cols.).....	41	9,256
Anslee's.....	54	9,062
American Boy (cols.).....	39	8,904
National.....	43	8,671
Metropolitan.....	37	8,288
All Story.....	36	8,172
Overland.....	33	7,560
Human Life (cols.).....	30	6,832
Boys' Magazine (cols.).....	35	6,787
Blue Book.....	32	5,773
Lippincott's.....	24	5,376
Strand.....	24	5,376
Smith's.....	22	4,928
St. Nicholas.....	19	4,410
Smart Set.....	19	4,256
Philistine.....	8	1,792
	15	900

VOLUME OF ADVERTISING IN LEADING  
WOMEN'S MAGAZINES

(Exclusive of Publishers' own advertising)

* Vogue (cols.).....	508	79,326
* Ladies' Home Journal (cols.).....	202	40,426
Woman's Home Comp'n (cols.).....	187	33,430
Good Housekeeping Magazine.....	131	29,492
Delineator (cols.).....	132	26,400
Designer (cols.).....	118	23,600
New Idea (cols.).....	117	23,558
McCall's (cols.).....	144	19,377
Modern Priscilla (cols.).....	114	19,271
Pictorial Review (cols.).....	92	18,400
Ladies' World (cols.).....	86	17,293
Canadian Home Journal (cols.).....	78	15,386
Woman's World (cols.).....	86	14,700
Housekeeper (cols.).....	68	13,667
People's Home Journal (cols.).....	54	10,920
Housewife (cols.).....	42	8,517
Harper's Bazar (cols.).....	40	8,000
Every Woman's (cols.).....	35	6,108
Dreammaking At Home (cols.).....	29	5,905

\* 2 Issues.

VOLUME OF ADVERTISING IN LEADING  
MONTHLY MAGAZINES CARRYING  
GENERAL AND CLASS  
ADVERTISING

(Exclusive of Publishers' own advertising)

Motor (cols.).....	454	76,356
* Country Life in America (cols.).....	342	57,533
Motor Boating (cols.).....	222	39,060
System.....	131	29,344
MacLean's.....	107	23,996

**SYSTEM**  
THE MAGAZINE OF BUSINESS

## ATLAS

TWO CYCLE MOTOR CARS

ATLAS MOTOR CAR CO.  
SPRINGFIELD, MASS., U. S. A.

December 20, 1910.

The SYSTEM Company,  
44 East 23d Street,  
New York City.

Gentlemen—

Answering your letter of the 17th, we are advertising our Motor Trucks and Delivery Wagons in System again for three reasons:

First—Because it paid us better on heavy Trucks than any other publication of a general nature we used back in 1906 and 1907.

Second—Because the list of your subscribers in Springfield which you furnished us, proves your readers to be a class who naturally buy Motor Trucks.

Third—Because we believe System not only reaches the most progressive business interests of the country, but most naturally contains within its circulation a great majority of all the possible purchasers of such "progressive business goods" as Motor Trucks and Delivery Wagons.

Yours truly,

ATLAS MOTOR CAR CO.

(Signed) W. G. Morse, Treas.

**SYSTEM**  
THE MAGAZINE OF BUSINESS

CHICAGO

NEW YORK

LONDON

Suburban Life (cols.).....	122	26,740
Garden (cols.).....	142	19,907
House and Garden (cols.).....	134	18,692
House Beautiful (cols.).....	118	16,227
Field & Stream.....	70	15,806
Outing.....	66	14,844
International Studio (cols.).....	99	13,890
Business and Book-Keeper.....	60	13,440
Popular Electricity.....	54	12,292
Outer's Book.....	48	10,752
Craftsman.....	47	10,584
Technical World.....	41	9,310
Recreation (cols.).....	54	9,180
Am. Homes and Gardens (cols.).....	49	8,351
Arts & Decoration (cols.).....	54	7,640
Outdoor Life.....	33	7,588
Travel (cols.).....	49	6,739

\* 2 Issues

#### VOLUME OF ADVERTISING IN LEADING WEEKLIES FOR MARCH

(Exclusive of Publishers' own advertising)

March 1-7:	Cols.	Agate Lines
Saturday Evening Post.....	148	25,160
Collier's.....	97	18,430
Literary Digest.....	72	10,123
Canadian Century.....	48	9,229
Life.....	65	9,146
Independent (pages).....	39	8,736
Canadian Courier.....	43	7,984
Town and Country.....	46	7,746
Christian Herald.....	34	5,866
Churchman.....	35	5,681
Associated Sunday Magazines.....	30	5,400
Leslie's.....	26	5,285
Outlook (pages).....	17	4,424
Illustrated Sunday Magazine.....	19	3,470
Youth's Companion.....	13	2,600
Scientific American.....	11	2,350

#### March 8-14:

Town and Country.....	167	28,000
Saturday Evening Post.....	154	26,180
Collier's.....	75	14,250
Canadian Century.....	59	11,238
Literary Digest.....	79	11,155
Canadian Courier.....	38	7,100
Leslie's.....	33	6,600
Life.....	42	5,959
Outlook (pages).....	25	5,775
Associated Sunday Magazines.....	32	5,760
Christian Herald.....	33	5,720
Independent (pages).....	17	3,608
Churchman.....	21	3,440
Illustrated Sunday Magazine.....	17	3,150
Scientific American.....	10	2,660
Youth's Companion.....	10	2,000

#### March 15-21

Saturday Evening Post.....	155	26,350
Collier's.....	76	14,590
Literary Digest.....	86	12,160
Canadian Century.....	53	9,582
Canadian Courier.....	45	8,325
Town and Country.....	48	8,198
Scientific American.....	23	6,664
Life.....	39	5,672
Christian Herald.....	32	5,500
Leslie's.....	27	5,420
Associated Sunday Magazines.....	27	5,019
Illustrated Sunday Magazine.....	24	4,470
Youth's Companion.....	22	4,400
Outlook (pages).....	19	4,340
Independent (pages).....	19	4,256
Churchman.....	24	3,915

#### March 22-28:

Outlook (pages).....	139	31,164
Saturday Evening Post.....	174	29,580
Town and Country.....	96	16,014
Collier's.....	75	14,250
Literary Digest.....	77	10,825
Canadian Courier.....	49	9,107
Canadian Century.....	50	9,006
Life.....	42	5,918
Leslie's.....	28	5,783
Christian Herald.....	29	5,005

Associated Sunday Magazines.....	26	4,839
Illustrated Sunday Magazine.....	23	4,200
Independent (pages).....	17	3,806
Youth's Companion.....	18	3,780
Churchman.....	20	3,206
Scientific American.....	10	2,048

#### March 29-31.

Christian Herald.....	34	5,860
Leslie's.....	21	4,345
Independent (pages).....	16	3,752
Life.....	26	3,668
Youth's Companion.....	5	1,066

#### Totals for March

Saturday Evening Post.....	167,270
Collier's.....	61,520
Town and Country.....	59,958
Outlook.....	45,703
Literary Digest.....	44,283
Canadian Century.....	39,055
Canadian Courier.....	22,516
*Life.....	30,263
*Christian Herald.....	27,981
*Leslie's.....	27,433
*Independent.....	24,360
Associated Sunday Magazines.....	21,018
Churchman.....	16,442
Illustrated Sunday Magazine.....	13,845
*Youth's Companion.....	13,122
Scientific American.....	13,122

\* 5 Issues.

#### RECAPITULATION OF LEADERS IN MONTHLY CLASSIFICATIONS

1 *Vogue (cols.).....	508	79,326
2 Motor (cols.).....	454	76,356
3 *Country Life in America (cols.).....	342	67,533
4 Everybody's.....	185	41,104
5 *Ladies' Home Journal (cols.).....	202	40,425
6 Motor Boating (cols.).....	222	39,060
7 Cosmopolitan.....	158	35,444
8 Review of Reviews.....	152	34,132
9 Woman's Home Com (cols.).....	167	33,430
10 McClure's.....	149	33,404
11 Good Housekeeping Magazine.....	131	29,492
12 System.....	131	29,344
13 Delineator (cols.).....	132	26,400
14 American.....	111	24,976
15 Canadian.....	110	24,640
16 World's Work.....	108	24,276
17 Sunset.....	107	24,176
18 Munsey's.....	107	24,080
19 MacLean's.....	107	23,996
20 Designer (cols.).....	118	23,600
21 New Idea (cols.).....	117	23,558
22 Scribner's.....	102	22,946
23 Pacific.....	100	22,568
24 Suburban Life (cols.).....	122	20,740
25 Garden (cols.).....	142	19,907

\* 2 Issues.

#### PREPARING LIBRARY OF ADVERTISING

A. P. Johnson, advertising manager of the Chicago *Record-Herald*, is writing, compiling and editing a five-volume Library of Advertising. The first two volumes have been issued. Mr. Johnson was a reporter on the Minneapolis *Tribune* ten years ago, and dedicates the work to the *Tribune's* managing editor. He soon left the editorial side for the advertising department, removed later to the Minneapolis *Times*, then to the Milwaukee *Sentinel*, and about three years ago went to Chicago.

The appropriations committee of the Iowa senate has recommended for indefinite postponement the bill for an appropriation of \$50,000 for an advertising campaign for Iowa.

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# COSMOPOLITAN

has now the largest  
circulation of all general  
magazines in the world  
—and is without question  
the best buy.

Don't take our word for it  
—ask your newsdealer and  
our present advertisers.

381 Fourth Avenue  
New York

# "PRINTERS' INK'S" FOUR-YEAR RECORD OF APRIL ADVERTISING

	1911.	1910.	1909.	1908.	Four Years' Total.
Everybody's .....	41,104	39,742	37,172	31,458	149,476
Cosmopolitan .....	35,444	33,454	33,044	28,828	130,770
McClure's .....	33,404	33,092	33,152	28,931	128,579
Review of Reviews .....	34,132	27,790	27,613	27,552	117,087
Munsey .....	24,080	30,240	27,328	23,744	105,392
American .....	24,976	27,216	26,180	21,320	99,692
World's Work .....	24,276	26,592	28,448	16,576	95,892
Sunset .....	24,176	33,420	23,296	23,968	94,860
Scribner's .....	22,946	33,313	20,647	17,262	94,168
Pacific .....	22,568	19,082	19,134	17,808	78,592
Century .....	18,172	21,312	18,060	17,248	74,792
Harper's .....	18,452	19,900	18,036	17,500	73,888
Hampton's .....	19,163	28,160	14,032	7,616	68,971
Success .....	14,784	15,890	14,194	13,823	58,691
Red Book .....	12,096	16,576	16,128	12,544	57,344
Uncle Remus's .....	15,734	11,614	14,852	9,063	51,263
Argosy .....	12,600	16,436	13,538	8,288	50,862
Current Literature .....	17,304	10,696	9,632	7,616	45,248
Pearson's .....	12,026	9,856	9,590	10,696	42,168
Theatre .....	9,062	10,608	10,177	6,630	36,477
Ainslee's .....	8,904	9,240	9,702	7,966	35,812
Metropolitan .....	8,172	5,264	9,814	8,442	31,692
All-Story .....	7,560	11,088	7,406	5,629	31,683
Human Life .....	6,787	8,800	8,465	7,065	31,117
Blue Book .....	5,376	6,272	6,160	6,272	24,080
American Boy .....	8,671	5,454	4,972	4,600	23,697
Smith's .....	4,410	5,950	7,126	3,584	21,070
Strand .....	4,928	5,152	5,376	2,520	17,976
St. Nicholas .....	4,256	4,032	2,464	2,395	13,147

## WOMEN'S MAGAZINES

*Vogue .....	79,326	48,202	48,404	37,669	213,601
*Ladies' Home Journal .....	40,425	41,600	41,800	31,400	155,225
Woman's Home Companion .....	33,430	31,145	29,882	20,200	144,657
Delineator .....	26,400	25,541	34,042	20,558	106,541
Good Housekeeping Magazine .....	29,492	28,942	24,911	18,032	101,377
Designer .....	23,600	22,000	31,000	12,628	89,228
New Idea .....	23,558	22,000	30,172	13,174	88,904
Pictorial Review .....	18,400	16,150	16,408	12,488	63,446
Modern Priscilla .....	19,271	18,972	14,714	10,348	63,305
Ladies' World .....	17,293	15,734	16,039	12,049	61,115
Housekeeper .....	13,667	14,800	13,800	12,154	54,421
McCall's .....	19,377	13,146	13,359	8,031	53,913
Harper's Bazar .....	8,000	14,130	12,572	5,100	39,802

## MAGAZINES CARRYING BOTH GENERAL AND CLASS ADVERTISING

Motor .....	76,356	66,654	50,904	38,808	232,722
*Country Life in America .....	57,533	52,460	42,697	32,140	184,830
System .....	29,344	26,026	31,312	26,432	113,114
Garden .....	19,907	20,385	18,264	18,052	76,608
Suburban Life .....	20,740	19,957	15,755	13,760	70,212
Outing .....	14,844	13,616	14,034	15,000	57,494
International Studio .....	13,890	19,675	12,868	9,744	56,177
Field and Stream .....	15,806	14,532	13,978	10,668	54,984
House Beautiful .....	16,227	14,815	12,286	8,496	51,824
Recreation .....	9,180	9,750	6,692	6,069	31,691

## WEEKLIES (MARCH)

Saturday Evening Post .....	107,270	102,978	68,680	44,266	323,194
Collier's .....	61,520	59,381	54,106	28,782	203,789
Outlook .....	45,703	42,002	53,256	30,564	171,525
Literary Digest .....	44,263	38,658	30,505	22,051	135,477
Life .....	30,263	33,990	23,287	13,118	100,658

Grand Total.....1,410,648 1,363,482 1,251,465 928,725 4,954,320

\*Two issues.







Prove the above at our expense on your typewriter, adding machine, check punch, time stamp, electric fan and all other mechanisms in your office.

Send a postal today for a generous free sample of 3 in One and our "Miss T. Writer" circular.

**3 IN ONE OIL CO.**  
12 Broadway, New York



## Increase Your Sales

### In Northern Nebraska and Southern South Dakota

A large, prosperous, and growing territory which can be thoroughly, effectively and economically covered by advertising in the

### NORFOLK, NEBR. DAILY NEWS

The World's Greatest Country Newspaper

8000 paid in advance \$3.00 a year subscribers guaranteed; 1013 in the city of Norfolk (population 6027—that's a paper in almost every home) 474 on the rural routes out of Norfolk and 6724 in over 195 other towns and on the rural routes in Northern Nebraska and Southern South Dakota. Send for sworn detailed statement of circulation by towns.

New York Representative  
RALPH R. MULLIGAN,  
38 Park Row

Chicago Representative  
C. J. ANDERSON,  
Marquette Bldg.

## CHICAGO'S ATLAS CLUB HAS GREAT FROLIC

The Atlas Club frolic in Chicago on April Fool's Eve was in harmony with the best traditions of the club.

The preliminary musical programme was directed by Guy Pierce, Western manager of the *Associated Sunday Magazines*. The entertainment proper began with a burlesque solicitation of a burlesque Hugh Chalmers. The programme explained that close observation would enable one to understand the inner workings of the "Con-con-conference" and "Why advertisers get rich." Good-humored flings at personal service claims, reason-why logic, data-built campaigns, and selling plans extraordinary were hugely enjoyed.

Subsequently the agency man, President John A. Dickson, simulating John Lee Mahin, was made interlocutor of the succeeding minstrel show. In this distinction was won by Heber Smith, of *Collier's*, as the colored head waiter; M. R. Ebersole, of the J. Walter Thompson Company, as a Hebrew waiter; A. E. Chamberlain, of O'Mara & Ormsbee, as the Swede; Norman Mason, of the Glen Buck Agency, as the German, and Howard Patterson, of *Pearson's*, as the Irishman. H. M. Thorpe, of the American Steel & Wire Company, won hearty encores with his songs, as did the quartette composed of Henry D. Sulzer, Norman Mason, W. E. Godso and H. B. Snyder.

In a mirthful burlesque of "Romeo and Juliet," which wound up the entertainment, Norman Mason was *Juliet*, M. R. Ebersole *Romeo*, J. A. Dickson *Mercutio* and F. W. Wentworth the *Nurse*.

## 165 AT MAGAZINE REPRESENTATIVES' LUNCHEON

The Magazine Representatives' Club, New York, held its April luncheon at the Martinique April 3. Alfred W. McCann, advertising manager of Francis H. Leggett & Co., jobbers, New York, spoke on the publisher's responsibility for food advertising and gave a highly illuminating chemical insight into some of the "doped" foods now current. One hundred and sixty-five guests and members attended.

## TO HONOR DAVID L. TAYLOR

A dinner will be given in honor of David L. Taylor, president of the Taylor-Critchfield Company, on April 17th at the Blackstone Hotel, Chicago, by publishers, publishers' representatives and other personal friends. The committee in charge of the affair are J. R. Woltz, S. W. Barnes, A. E. Chamberlain, E. G. Criswell, Charles H. Fuller, Otto H. Haubold, E. C. Westman, Charles H. Stoddart.

M. L. Wilson, of the Blackman-Ross Company, New York, was a speaker at the meeting of the Springfield (Mass.) Publicity Club, April 4. His topic was "The Responsibility of the Retailer with the General Advertiser."

# ANOTHER RAP AT THE BILL-BOARDS

A bill having for its purpose to tax billboards out of existence, or at least all but those billboards which are so favorably situated that they can be seen by large crowds and hence earn a margin for their owners over and above the heavy tax assessment, has been introduced in the New York Legislature by Assemblyman Graubard, and is being supported by the Municipal Art Society of New York and other associations and individuals hostile to billboards.

The bill calls for a tax of one-tenth of one per cent in addition to the assessed valuation of the property displaying the billboard in first-class cities. It is known as Assembly Bill 388, and aims to amend Section 62 of the Laws of 1909, by adding a new section. In this new section, billboard advertising is defined as any such advertising having to do with business conducted elsewhere than on the premises carrying the advertisement. This definition was so prepared as to eliminate large advertisements put up by merchants to stimulate trade on their own commodities. The assessment called for is to be charged against the person paying

the general taxes on the property carrying the billboard.

The Municipal Art Society has proposed an amendment to the bill providing that the tax assessment be one-fifteenth of one per cent in second-class cities and \$10 per square foot for the signboard space elsewhere, instead of the flat rate of one-tenth of one per cent everywhere.

## MAIL ORDER ADVERTISER JAILED

Imprisonment in the Federal prison at Leavenworth, Kan., for three years and a fine of \$1,000 was the sentence imposed March 21 upon William P. Harrison, wealthy head of a mail-order concern, by Judge Hollister in the United States District Court at Cincinnati.

Harrison was found guilty of using the mails to defraud, conviction coming upon all seven counts of two indictments, alleging that he advertised and sold through the mails a vacuum carpet cleaner and a washing machine neither of which would do the work required. The trial lasted more than four weeks and cost the Government thousands of dollars to bring witnesses here from all parts of the country.

## New York Addressing and Mailing Dispatch

### FAC-SIMILE TYPEWRITTEN LETTERS REPRODUCED

Addressing of Envelopes, Wrappers, Postal Cards, Etc. Folding, Enclosing and Mailing. Envelopes Addressed and Filled in by Typewriter

Compilers of Original Mailing Lists of Automobile Owners

Delivery of Circulars, Catalogs, Pamphlets, Price Lists, Calendars, Samples, Packages, Etc., addressed or unaddressed, in Greater New York. Telephone, 4046 Beekman

Dispatch Bldg., 43 Fulton St., New York, N.Y.

1847 ROGERS BROS. X S TRIPLE

"Silver Plate that Wears"  
The famous trade mark  
"1847 ROGERS BROS." guarantees the heaviest triple plate.

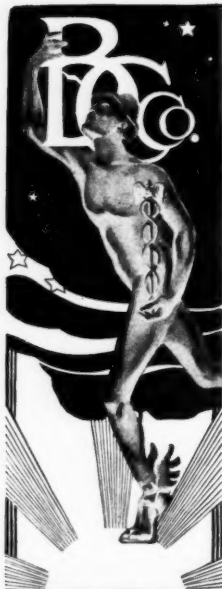
Catalogue "P" shows all designs

MERIDEN BRITANNIA CO.  
(International Silver Co., Successor)

MERIDEN, CONN.

NEW YORK CHICAGO SAN FRANCISCO





If you use *illustrations* and *engravings*, Barnes-Crosby Company will meet you more than half way. 400 artists, engravers and representatives, organized and located where you can get right at 'em. The rest is easy.

*Day and Night Service*

## Barnes-Crosby Company

E. W. HOUSER, Pres.

*Artists :: Engravers  
Catalog Plate Makers*

215 Madison Street  
CHICAGO

214 Chestnut Street  
ST. LOUIS

*Branch Offices and Art Departments:*

NEW YORK	MINNEAPOLIS
CINCINNATI	ST. PAUL
DETROIT	MOLINE
INDIANAPOLIS	CLEVELAND
KANSAS CITY	TOLEDO
MEMPHIS	ATLANTA
MILWAUKEE	SAN ANTONIO
	MEXICO CITY

Write for folder "Cover Designs." You need it.

# FACTS

CONCERNING THE

## ROYAL STANDARD TYPEWRITER

1. It does the **best** work.
2. It does the **most** work.
3. It lasts the **longest**.
4. It costs the **least**.

No matter how *much* you pay, you can not buy a *better* typewriter than the ROYAL. A trial will convince you.

**Price \$65.00**

**Royal Typewriter Co.**

Room 52, Royal Typewriter Bldg.  
New York

A Branch in Each Principal City



## The Little Schoolmaster's Classroom

The "inquiry-bringer" is a very important thing in mail-order advertising. Readers are reluctant, as a rule, to send on as much as \$5, \$10 or \$25 immediately on reading an advertisement; that is, unless the advertising firm commands unusual confidence and the article is a familiar one. Sometimes the reluctance to order at once can be overcome by the offer to send the goods for examination on receipt of a small payment, but this is not always practicable.

Then, again, it should be remembered that when there are many counter attractions in advertising mediums in the way of interesting stories, articles, and other advertisements, it is sometimes poor tactics—even if the cost of the space need not be considered—to attempt to tell the complete sales story and to close the order.

Frequently, it is better strategy to offer something that will induce the reader to write. The reader's very act of writing is a big thing in the advertiser's favor, for when a man or a woman has done such decisive things as to write for a catalogue or for a sample, it is certain that an impression is formed that is much deeper than the mere reading of the advertisement would make. The further information is looked for, and if it comes quickly and in satisfactory form the state of mind that it finds is ordinarily very favorable to the advertiser—all the more, be it understood, because the reader *has been taking a part in the performance* rather than leaving it all to the advertiser.

It is not to be wondered at that the small tube of the dentifrice or shaving cream and the well-written and well-illustrated catalogue of the cedar chest manufacturer do excellent work.

Studying out a good inquiry-bringer is extremely important.

That manufacturer of fine stationery who hit on the excellent plan of offering inquirers a handsome, instructive exhibit of letterheads and noteheads printed in various colors must feel gratified to see how many concerns have adopted the color schemes shown in the exhibit.

\* \* \*

The Schoolmaster was talking last week with the representative of one of the largest manufacturers of form-letter producing machines. This concern had prepared—as an inquiry bringer—a book of hints on form-letter writing and form-letter advertising.

Six years ago I  
planted oranges on  
55 acres of land in the

### San Joaquin Valley California

The land was worth \$75 an acre.  
Today it's worth \$1200 an acre.  
Last year my income was nearly  
\$4000. This year the crop will  
double and it will increase about 50  
per cent each year for two years  
more.

W. N. Rohrer, Reedley, Cal.

The San Joaquin Valley is in central California, the land of sunshine. Here are 15,000,000 fertile acres, with an abundance of water for irrigation coming from the slopes of the High Sierras. Every single crop is profitable. It's unequalled for citrus and deciduous fruits. A man of small capital can get good returns from vegetables, alfalfa, hay, dairying and poultry. A few acres intelligently handled will support a family while the orange orchard and the vineyard are coming into bearing. I am employed by the Santa Fe Railway to help settle up the country along the Southwest line. I know this valley like a book. I have gone over it thoroughly. I have seen crops planted, growing

and harvested. I have talked with farmers, ranchers and orchardists, with merchants and real estate agents. I have kept tab on cost of crop production from start to finish. I have collated the testimony of experts in the raising of oranges, lemons, raisins, grapes, vegetables and grains.

All this information is condensed into an illustrated 72 page folder. Won't you write for it, giving me your full name and address? Add me any question you want to about land and crops. Also I will send you our immigration journal, THE BARTON, six months free. Address: C. L. Baughman, General Colonization Agent A. T. & S. F. Ry. Fresno, 100 Railway Exchange, Chicago, Illinois.

#### EXCELS IN DISPLAY AND TREATMENT

The idea of offering such a book as an inquiry-bringer seemed to be an excellent one, for undoubtedly there is room for a great deal of missionary work in the form-letter branch of advertising, and of course the manufacturers of form-letter-producing machinery will profit by the development of such advertising. The repre-

sentative informs the Schoolmaster that notwithstanding the restrictions put around the offer of the book, the advertisement brought requests from office boys, stenographers, and a great many other "little cogs," as he expressed it, who had no thought of buying an expensive machine, and were far away from the real purchasing head of the business. On such inquirers the time of the salesman was wasted to the point of exasperation and discouragement.

This was an instance of an inquiry-bringer that was too attractive. Of course it may be said that here and there the book would fall into the hands of some one who wrote merely because he wanted the book, had at the time no idea of buying a machine, but later on became a real "prospect." But the weakness is that if the prospects are to be interviewed by salesmen, it not only costs a great deal of money to have salesmen running down numerous false scents but the effect on the salesmen is often demoralizing.

\* \* \*

The Schoolmaster knows of another almost similar instance where the object of the advertising campaign was to sell stock. The advertising man was in favor of preparing an attractive book that would appeal to almost any intelligent person. And he proposed to send the book to any one that might ask for it, the idea being that the book would give such interesting information about the business that every one who read it would be a prospect for the purchase of stock. There was to be no hint about investment. The sales manager promptly sat on the idea. He declared—and he was right—that the offering and sending out of such a book without a frank explanation that the proposition was about an investment would merely result in hundreds of discouraging experiences for his salesmen. He believed that it would be better to let people know in advance that the proposition was one that would call for the investment of money—that while in this way

the prospects would be fewer, most of them would be real prospects. It was just one more illustration of the need of close cooperation between the advertising and the selling departments.

\* \* \*

The Schoolmaster wonders how others feel when they read the urgent appeal of a publisher to his readers, asking that they read the advertising pages and write to the advertisers. If the Schoolmaster were an advertiser, he certainly would not want an inquiry from a man who was not interested enough to write until he was induced to do so by the publisher. Such appeals give the impression that the publication is weak in pulling-power and must be stimulated. It is hardly a compliment to the advertiser to have the publisher feel obliged to urge readers to look at the advertisements and write letters. Such things seem to belong to the church-fair programme rather than to the high-class medium.

\* \* \*

The Schoolmaster regards the San Joaquin Valley advertisement (on page 81) as a fine example of attractive display. Note the white-space treatment, the indentation of the central matter, the good selection of type-sizes, the two-column arrangement of the small matter, and the strong simplicity of the setting as a whole. Here is a case where under-scoring helps the main display. This advertisement will bear close study.

—♦♦♦—

#### TO TEST POST-OFFICE'S POWER

A test of the right of the Post-Office Department to compel newspapers to pay additional postage for sample copies exceeding ten per cent of the number of regular subscribers will be had by the appeal of the case of the Post-Office Department against the Atlanta Journal Company. The Journal Company, in 1907, sent copies of a special edition of the semi-weekly *Journal* through the mails at regular newspaper rates. The Post-Office Department declared that by this means the Government was defrauded out of postage amounting to \$700 or more. Indictments were secured some time ago but were later quashed by the Federal court on the ground that no criminal offense had been committed.

NOVELTY MANUFACTURERS  
MEET

The National Association of Advertising Novelty Manufacturers met at its eighth annual convention, at Chicago, on March 14, 15 and 16, and had a most interesting and instructive meeting.

The association is composed of the leading novelty and specialty advertising manufacturers and calendar manufacturers and jobbers of the United States and has for its object the advancement and elevation of the advertising novelty and calendar business.

The following papers were read and discussed: "Our Association," H. B. Hardenburg; "Publicity," M. E. Ream; "Membership," Orva G. Williams; "Cost Finding," Geo. H. Blanchard; "The Calendar Business," W. F. Morang; O. L. Black, and F. A. Geiger; "Maintaining Prices," C. L. Cruver; "Specialties," Henry S. Bunting; "Costs; The 'Denhamethod,'" Robert S. Denham; "Collections," Clark T. Choper; "How Best to Expand Business," Chas. O. Peterson.

Directors: H. H. Bigelow, St. Paul, Minn.; W. F. Morang, Boston, Mass.; Charles A. Voss, Milwaukee, Wis.; Charles O. Peterson, Chicago, Ill., and Charles Martin, Jamestown, N. Y.

The annual banquet was held March 15. The speakers were Arthur F. Sheldon, "The Science of Building Any Business"; John U. Higinbotham, "Who's Putting Up?"; John Lee Mahim, "The Relations of Specialty Advertising Manufacturers and the Advertising Agency, and how they can help each other in the future relations."

It was the sense of the meeting that the association is much interested in the work and success of the Associated Advertising Clubs of America and that it expects to have a full delegation at the next meeting in Boston.

These officers were elected: H. B. Hardenburg, president; C. B. McCoy, first vice-president; M. E. Ream, second vice-president; F. A. Geiger, 44 North Grove street, Irvington, N. J., secretary; Geo. H. Blanchard, Davenport, Ia., treasurer.

The next meeting will be held at New York city in September.

HALF A MILLION DOLLARS TO  
ADVERTISE THE SOUTH

Five hundred thousand dollars, \$100,000 a year for five years, to advertise the South, with the Southern Commercial Congress as a clearing house, was the figure decided upon by leading advertising agencies of the Southern states, which met in Washington, March 22, at the call of Managing Director Dawe, of the congress, to formulate plans for the further publicity work of that organization.

This action is an outgrowth of the convention of the congress recently held in Atlanta.

An elaborate campaign is being formulated. A resolution was adopted that the plan of the congress is the most important and far-reaching and will have the co-operation of the entire business community of the South, financial industrial and otherwise.

Edw-Edz

Celluloid

Offer Your Particular Trade Better  
Guide Cards—Fewer of Them  
Celluloid Tipped Guides

will outwear six or more sets of ordinary un-reinforced guides. Your customer dispenses with the annoyance of constantly replacing dog-eared sets. He will remember the store that solved the vexing little problem of giving his Card Index File the well kept appearance it should have. Write for samples.

STANDARD INDEX CARD CO.  
701 to 709 Arch Street, Philadelphia

Advertisers'  
Gut Book

## Ideas That Hit the Mark

Unusual illustrations in one and two colors—full of life and action—1,000 catch line suggestions.

Price 25c—and worth it.

Your book is ready.

MOONEY-DICKIE CO.

423 Locust St. St. Louis, Mo.

## Lincoln Freie Presse

LINCOLN, NEB.

Actual Average  
Circulation **143,054**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

Use The LEONARD Coin Mailer

in your selling leaders. They have the psychological influence to bring cash back to you. One trial will convince. Sample dozen Kc. post-paid. 200 for the postpaid. 500 with any printing. 65c. 500 1000. P. O. B. Detroit.

The DETROIT COIN WRAPPER CO.  
389 Harper  
Av. Detroit

Newspapers can flash us day or night on

## QUERY WORK

Bang up service. "Gotham Gossip" has them all going. Do you get it?

## NATIONAL NEWS SERVICE

9 East 26th St., New York.

## SOME "WHYS" FROM A MATTHEWSON IN AUTO CONSUMER

By A. R. Rosenblatt.

Why do good clothing advertisements contain illustrations exclusively of rah-rah-rah boys or fashion dummies? Can't they supply the fat, the aged or the undersized?

Why is chewing gum advertised as "nerve soother," "good for the teeth," or "helps the digestion?" Consumer uses nerve tonic, dentifrice or physician's prescription for these purposes, and eats the kind of chewing gum that looks appetizing and tastes good.

Why do they use actresses' testimonials for hair tonic advertisements? Consumer understands that on the stage the wig is indispensable, and the fashionable coiffure of a theatrical star isn't generally grown on the premises.

Will advertisers ever stop telling the public, "You can't afford to be without it?"

Why do most automobile advertisements seem addressed to skilled mechanics?

Is there any advertised piano that is not "the finest in the world?"

How many advertisers haven't a girl identified with their publicity—regardless of relevance. Consumer is eagerly watching for the Safety Razor Girl.

And why, oh why, will some advertisers insist on puns?

### MAGAZINE AND BOOKLETS TO ADVERTISE SACRAMENTO

The first step toward getting the fifty-thousand-dollar-a-year advertising campaign for the Sacramento valley under way was taken March 25 by the committee when of the thirty-eight propositions submitted two were approved, five laid on the table for future consideration and the remainder cast into the waste-basket.

The two propositions approved were the *Sunset Magazine's* scheme to issue descriptive books and the plan to publish a monthly magazine under the auspices of the Sacramento Valley Development Association.

Alexander W. Candee, president of the Milwaukee Advertisers' Club, gave an address on "General Advertising" March 31 before students of Marquette University.

Brockholst Matthewson, who for ten years has been in the advertising department of *Collier's Weekly*, has resigned, to take an executive position with the enlarged Wyckoff, Church & Partridge Company, importers and dealers in auto trucks and touring cars. Besides his personal holdings, Mr. Matthewson takes into the reorganized company considerable new capital from his old associates in *Collier's*.

Mr. Matthewson rose from the ranks. At fourteen, he was a railroad newsboy. Later, he learned the machinist's trade. From this he graduated to the road. He really got started with the Bridgeport Gun Implement Company, and at twenty-one years of age found himself its advertising manager. His next step was to *Collier's*, which he joined as New England representative.

Mr. Matthewson early saw the possibilities of the automobile business and brought to *Collier's* some of the largest insertions that have ever been made of automobile copy, among these one of six pages from the Wyckoff, Church & Partridge, in 1907. This advertising alone cost the company \$10,000, and was, perhaps the heaviest "One insertion" piece of advertising the country ever saw.

### \$250 FOR ST. LOUIS SLOGAN

The St. Louis *Post-Dispatch* offers \$250 for the best advertising slogan for St. Louis, submitted within the next thirty days. It says: "The phrase should embody in attractive, catchy form, one great advantage which St. Louis enjoys over other cities, or preferably a combination of advantages which distinguishes St. Louis. The slogan should be brief and crisp, but comprehensive. It should appeal to the imagination. It should be both striking and pleasing. It should have the quality to attract attention and cling to the memory. It should roll euphoniously from the tongue. It should not exceed ten words.

"To the front," is a good motto and has served its purpose, but it suggests no St. Louis advantage to the outsider seeking a home or a location for an industrial or commercial enterprise. We are not looking for another motto. We want an advertising phrase—a phrase which may be used far and wide to attract favorable attention to St. Louis."

### USE "ABE" AND "MAWRUS" IN ADS

Popular interest in current fiction is being used as a lever in reaching and interesting the public in its facilities for preparing advertising matter by the Cahill-Igoe Advertising Agency of Chicago. The "Potash and Perlmutter" stories of Montague Glass have been imitated in the *Dramatic Index*, a publication issued under the auspices of the agency so as to illustrate some feature of the advertising service rendered by it. The story is followed by an advertisement which exploits the feature of service suggested in the fiction.



# Classified Advertisements

## ADDRESSING MACHINES

**THE WALLACE STENCIL ADDRESSING MACHINE** is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

## ADVERTISING AGENCIES

**H. W. KASTOR & SONS ADVERTISING CO.,** Equitable Building, St. Louis, Mo.

**SEND** to Stanley Day Agency, New Market, N. J. (est. 26 years), for advertising rates on all papers desired. Estimates cheerfully given.

**ALBERT FRANK & CO.,** 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

## ADVERTISING MEDIA

**THE TEXTILE MANUFACTURER,** Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

**THE** circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

**"CUBA OPPORTUNITIES"**—the only monthly on the island published in both Spanish and English. Circulates on every sugar-estate, tobacco plantation; is read by planters, fruit growers and truckmen, the rich producers and larger consumers of American goods. Subscription, \$1 per annum, 2 years \$1.50. L. MacLean Beers, Editor, Box 1078, Havana.

## BILLPOSTING

**FRED PEEL,** official representative, THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA, Times Building, New York City. Send for estimates.

## BUSINESS OPPORTUNITIES

**ADVERTISING** for the easily displeased, details to the discreetly inquisitive. **FRANCIS I. MAULE,** 401 Sansom Street, Philadelphia.

## CENTRAL WEST DAILY

in city of 12,000. One competitor. 1910 cash receipts over \$14,000. After paying operating expenses and \$240 for betterments the property in 1910 returned owner over \$4,400 cash for his personal effort and investment. Available at \$15,000. At least \$6,000 cash necessary. Balance can be deferred. Proposition L. C. M. PALMER, Newspaper Broker, 277 B'way, N. Y.

## ENGRAVING

**PERFECT** copper half-tones, 1 col., \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.,** Youngstown, Ohio.

## FOR SALE

**FOR SALE**—2 MONOTYPE KEYBOARDS and CASTERS—Bargain for prompt sale—easy terms to responsible buyer. Box 37, care of Printers' Ink.

## HELP WANTED

**COPY WRITERS WANTED.**—Experienced in the preparation of advertising copy for manufacturers in technical journals. Permanent position and good salary. State age, experience, references and salary expected. Box "A. N. R.," care of Printers' Ink.

**POSITIONS OPEN** in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. **FERNALD'S NEWSPAPER MEN'S EXCHANGE,** Springfield, Mass.

**COPY DEPARTMENT MANAGER WANTED.**—With experience in writing copy for manufacturers advertising in technical publications. Must be good executive, competent to criticize copy and insure high quality output from his staff. Give full details as to experience, age, and salary expected. Box "T. P. T.," care of Printers' Ink.

**WANTED.**—by a General Advertising Agency, an experienced and thoroughly competent rate and estimate man. Must be familiar with magazines and newspapers in all parts of America and be able to figure rate cards accurately and know when he is getting the best rates obtainable. Must have best of references. Good opportunity for the right man. State age, experience, references and salary. Address, "CONFIDENTIAL," care of Printers' Ink.

## WANTED A SOLICITOR

by an agency in the middle west. He must be a producer, not a promiser, a man who looks well but isn't all looks, a man with energy and ability to find and close business. Bang, blare and bazoo will not be considered qualifications. The right man will have behind him an agency not to be ashamed of—and the agency will not apologize for its solicitor. It would be well to state a little less rather than a little more than the exact truth in applying—and all applications are confidential, of course. "A. B. C.," care of Printers' Ink.

**PRESSMAN**—Wanted a Pressman for a Duplex ten-twelve page press. Young man of good habits. Non Union. Permanent job to right man. **DAILY NEWS**, Newport, R. I.

#### INFORMATION AND ILLUSTRATIONS

**ASK** THE SEARCH-LIGHT  
Anything You Want to Know.  
341 Fifth Avenue, New York.

#### LABELS

**3,000 Gummed Labels,**  
Size, 1x2 inches, printed to order  
and postpaid. Send for Catalog  
**Fenton Label Co., Phila., Pa.** **\$1.00**

#### MISCELLANEOUS

**LETTERS**.—Have about 100,000 letters received in reply to ads. for people to sell goods on consignment and earn premium. Will sell outright, or a 30 day copy. Address Drawer "H," New Haven, Conn.

#### Names and Addresses for Sale

One million located in N. E. States, New York, New Jersey & Penn. City & Rural. Just recently revised and corrected. These names are not taken from tax lists, city directories, newspaper clippings nor other dead sources. Every name and address is absolutely fresh and correct and represents a live, substantial citizen who is a **BUYER**. The most accurate, most reliable and most valuable list ever offered; for terms address **W. C. DAILEY**, Derby, Conn.

#### NEWSPAPERS WANTED

**MOST** large advertising appropriations are placed through Chicago agencies. Representation will get your share. Have well established office and active soliciting staff. Address Box H., care Printers' Ink Chicago Office.

#### POSITIONS WANTED

**NEWSPAPER** requiring Advertising Manager can secure expert who has been personally in touch with Agencies and largest General Advertisers U. S. and Canada past 6 years. Age 35, 14 years' experience writing and selling. Advertising. Address "RESULTS," care of Printers' Ink.

**PRINTING, PUBLISHING, OR ADVERTISING**—an energetic man (27), with initiative and experience in ordering reproductions, purchasing material, and carrying out printing ideas in general, wishes to better himself. Address "Box 400," care Printers' Ink.

**HAVE MADE GOOD FOR TWELVE YEARS** as advertising manager of clothing and furnishing house in big cities. Had 10 years training as card writer and window trimmer. Would like a change. Man and recommendation good. East preferred. "AD MAN," Printers' Ink, Boston.

**EXPERIENCED** [and capable] Advertising Manager seeks a permanent position in same capacity with progressive concern. Now conducting a wonderfully successful campaign. Have had an extensive agency experience and have produced illustrative ideas and copy that have made a big hit with advertiser and public alike. Wish to connect where the opportunity will match my ability. Salary, too, is an object; you'll get back dollar for dollar—and a bit more. Address Box "F. J.," care Printers' Ink.

#### BUSINESS MANAGER

of Daily Paper is open for position. Man of ability; experienced in advertising, local and foreign, circulation; systematizer of office work, also job plant, etc. Successful handling men. Good references. Address "DAILY," care of Printers' Ink.

#### Advertising Solicitor

with splendid trade journal record in present connection, desires position on journal circulating in less restricted field; a result getter whose personality is valuable to his employer; finest possible references both as to character and ability. Address "A. A.," care Printers' Ink.

#### ARE YOU SATISFIED

with your advertising department? The Adv. and Sales Mgr. for a \$2,000,000.00 concern will be available after May 1st. Has 8 years of excellent history back of him, a clean record and wide business experience—can you use such a man? Write—Box "F. H. S.," care of Printers' Ink.

#### Sales Manager—Advertising

Gentleman of ten years advertising and mercantile experience is open for a position with large mercantile house or manufacturer, who is desirous of putting on an extensive advertising campaign, capable of sales-managership as well as promoting campaign. Write me. Address E. C. BATTEN, Sioux City, Ia.

**AMBITIOUS ADVERTISING MAN** wants a position as Assistant Advertising Manager. Age 26, clean-cut and wide awake. Possesses an exceptionally good descriptive vocabulary; well posted in printing, illustrating, engraving and electrotyping. Knows circular, letter, follow-up, outdoor, newspaper and periodical advertising. My advertising knowledge is reinforced with an 8 years' successful business career. I want a position that offers chance for advancement—salary is a secondary consideration. Address "HIRAM," care Printers' Ink.

#### PRESS CLIPPINGS

**MANHATTAN** Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

**ROMEIKE'S PRESS CLIPPING BUREAU**, 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

#### PRINTING

**GENERAL PRINTING, CATALOGUE and BOOKLET WORK**.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

**WINTHROP PRESS**, 419 Lafayette St., N. Y.

#### PUBLICATIONS WANTED

**PUBLISHER'S** representative with well-established Chicago office and corps of active solicitors, wants two more publications. Address Box 97, care Printers' Ink Chicago office.

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

**Birmingham, Ledger**, dy. Average for 1910, 22,618. Best advertising medium in Alabama.

**Montgomery, Advertiser**, net average Dec., 1910, 13,126 dy; 24,305 Sun. Guarantees dy. 3 times, Sun. 4 times the net paid circulation of any other Montgomery newspaper.

**Montgomery, Journal**, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

## COLORADO

**Denver, Post**, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1910, 68,402.

This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## CONNECTICUT

**Bridgeport, Morning Telegram**, daily average for Dec., 1910, sworn, 13,851. You can cover Bridgeport by using **Telegram** only. Rate 1½c. per line flat.

**Meriden, Journal**, evening. Actual average for 1909, 7,739; average for 1910, 7,901.

**Meriden, Morning Record & Republican**. Daily aver. 1909, 7,739; 1910, 7,873.

**New Haven, Evening Register**, daily. Aver. for 1910 (sworn) 19,096 daily 2c.; Sunday, 14,753, 5c.

**New London, Day**, ev'g. Average 1910, 6,892. Makes New London a one paper city.

**New Haven, Union**. Average circulation 1910, 17,267.

**Norwalk, Evening Hour**. Average circulation 1910, 3,827. Carries half page of wants.

**Waterbury, Republican**. Examined by A. A. A. regularly. 1910, Daily, 7,217; Sunday, 7,730.

## FLORIDA

**Jacksonville, Metropolis**, Dy, '10, 13,701; Dec., '10, 14,659. E. Katz Sp. A. A., N. Y. and Chicago.

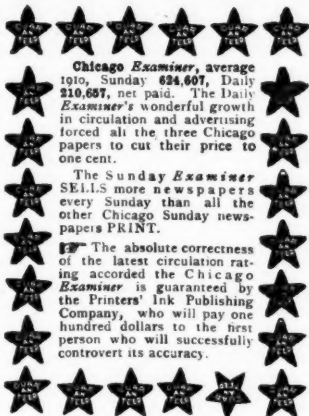
## ILLINOIS

**Champaign, News**. Leading paper in field. Average year 1910, 6,124.

**Joliet, Herald**, evening and Sunday morning. Average for 1910, 7,651.

**Peoria, Evening Star**. Circulation for 1910, 11,143.

**Sterling, Evening Gazette**, average circulation for 1908, 4,409; 1909, 5,122; 1910, 5,144.



**Chicago Examiner**, average 1910, Sunday 624,607, Daily 210,657, net paid. The Daily Examiner's wonderful growth in circulation and advertising forced all the three Chicago papers to cut their price to one cent.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

## INDIANA

**South Bend, Tribune**. Sworn average 1910, 11,758. Best in Northern Indiana.

## IOWA

**Burlington, Hawk-Eye**, daily. Average 1910, 9,404. "All paid in advance."

**Dubuque, Times-Journal**, morn. and eve. Pd. in advance July 20, 1910; dy. 9,022; Sun. 11,426.

**Washington, Eve. Journal**. Only daily in county. 1,913 subscribers. All good people.

**Waterloo, Evening Courier**, 53rd year; net av July, '10-Dec., '10, 7,090. Waterloo pop., 27,000.

## KENTUCKY

**Lexington, Herald**. Average 1910, 6,919. "When you advertise in Lexington Herald, you cover Central Kentucky."

**Louisville, The Times**, evening daily, average for 1910 net paid 48,834.

## MAINE

**Augusta, Kennebec Journal**, daily average 1910, 9,319. Largest and best cir. in Cent. Me.

**Bangor, Commercial**. Average for 1910, daily 10,199.

**Lewiston, Sun.** Daily average 1910, 5,440. Last 3 months of 1910, are 5,947.

**Portland, Evening Express**. Average for 1910, daily 16,936. Sunday Telegram, 11,266.

## MARYLAND

**Baltimore, American**. Daily aver. year 1910, 80,266; Sun., 104,902. No return privilege.

Baltimore, *News*, daily. News Publishing Company. Average 1910, **82,406**. For March, 1911, **81,158**.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



### MASSACHUSETTS

Boston, *Evening Transcript* (©©). Boston's tea table paper. Largest amount of week day ad.



Boston, *Globe*. Average circulation.

Daily (2 cents a copy)

1910, **183,720**—Dec. av., **188,843**.

Sunday

1910, **321,878**—Dec. av., **330,717**.

Advertising Totals: 1910, **7,922,108** lines

Gain, 1910, **566,831** lines

**2,394,103** more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1910, to December 31, 1910.



Boston, *Daily Post*. Greatest March of the *Boston Post*. Circulation averages: *Daily Post*, **332,478**, gain of **33,839** copies per day over March, 1910. *Sunday Post*, **302,381**, gain of **39,037** copies per Sunday over March, 1910.

Lawrence, *Telegram*, evening, 1910 av. **8,543**. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1908, **18,396**; 1909, **16,539**; 1910, **16,562**. Two cents. Lynn's family paper. Covers held thoroughly.

Salem, *Evening News*. Actual daily average for 1910, **18,763**.

Worcester, *Gazette*, evening. Av. '10, **17,002**. The "Home" paper. Largest ev'g circulation.

### MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Guaranteed circulation **80,000**.

Jackson, *Patriot*, Aver. year, 1910, daily **10,730**, Sunday **11,619**. Greatest circulation.



### MINNESOTA

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1910, **23,118**.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1910, **103,280**.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most probably.

### CIRCULATION

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ending Dec. 31, 1910, **91,260**. Average circulation of Sunday *Tribune* for same period, **81,533**.



Minneapolis, *Journal*, Daily and Sunday (©©).

In 1910 average daily circulation evening only, **77,348**. In 1910 average Sunday circulation, **80,655**. Daily average circulation for March, 1911, evening only, **77,906**. Average Sunday circulation for March, 1911, **83,736**. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$5.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.



Minneapolis, *Scenes-Americaniska Posten*, Swan J. Turnblad, pub. Av. 1910, **55,180**. A. A. A.

### MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1910, **125,109**.

### NEBRASKA

Lincoln, *Deutsch-American Farmer* weekly **140,221** for year ending Dec. 31, 1910. Lincoln, *Free Press*, weekly. Average year ending Dec. 31, 1910, **141,048**. Lincoln, *The Weekly Enterpriser*. Only Social-list paper in State. Sworn average, Jan. 1st, 1910 to Feb. 18th, 1911, **6,326**. Reaches the farmers,

### NEW JERSEY

Camden, *Post-Telegram*. 9,433 sworn average for 1910. Camden's oldest and best daily. Newark, *Lynning News*. Largest circulation of any newspaper in New Jersey. Trenton, *Evening Times*. Ave. 1c-'07, 20,270; '08, 21,326; 2c-'09, 19,062; March, '10, 20,263.

### NEW YORK

Albany, *Evening Journal*. Daily average for 1910, **17,769**. It's the leading paper.



The Brooklyn *Standard Union*, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for year 1910, **84,558**.

Buffalo, *Courier*, morn. Ave., '10, Sunday, **85,737**, daily, **46,384**; *Enquirer*, evening, **32,278**. Buffalo, *Evening News*. Daily average for 1908, **94,033**; 1909, **94,307**; 1910, **94,233**.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1910, **6,104**.

Newburgh, *Daily News*, evening. Average circulation entire year, 1910, **6,941**. Circulates throughout Hudson Valley. Examined and certified by A. A. A.

### NEW YORK CITY

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1910, **7,658**.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1910, **25,663** (©©). The World. Actual average, 1910, Morning, **362,108**. Evening, **411,320**. Sunday, **467,664**.

Poughkeepsie, *Star*, evening. Daily average year, 1910, **6,710**; last four mos. 1910, **6,187**.

**Schenectady, Gazette**, daily. A. N. Lietcy. Actual Average for 1910, **19,346**. Benjamin & Kentor, 225 Fifth Ave., New York; Boyce Building, Chicago.

**Schenectady, Star**. Average 1910, **12,756**. Sheldahl Sp. Ag'cy, Tribune Bldg., N. Y.

**Troy, Record**. Av. circulation 1910, (A. M., **5,103**; P. M., **17,607**) **22,759**. Only paper in city which has permitted A. A. A. examination, and made public the report.

**Utica, National Electrical Contractor**, mo. Average for 1910, **2,625**.

**Utica, Press**, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1910, **15,487**.

## NORTH DAKOTA

**Grand Forks, Normanden**. Norwegian weekly. Actual average for 1910, **9,076**.

## OHIO

**Cleveland, Plain Dealer**. Est. 1841. Actual average for 1910: Daily, **87,125**; Sunday, **114,044**. For Feb., 1911, **87,238** daily; Sunday, **121,182**.

**Youngstown, Vindicator**. D'y av., '10, **15,695**; LaCoste & Maxwell, N. Y. & Chicago.

## OKLAHOMA

**Oklahoma City, Oklahoman**. Average March, 1911, daily, **34,678**; Sunday, **40,600**.

## PENNSYLVANIA

**Erie, Times**, daily. **22,986** average, March, 1911. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

**Johnstown, Tribune**. Average for 12 mos. 1910, **13,228**. Mar., 1911, **14,383**. Only evening paper in Johnstown.

**Philadelphia, Confectioners' Journal**, mo. Average 1908, **5,517**; 1909, **5,522**; '10, **6,003** (©). **Washington, Reporter and Observer**, circulation average 1910, **12,396**; Jan., '11, **12,621**.

**West Chester, Local News**, daily, W. H. Hodgson. Aver. for 1910, **10,528**. In its 37th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**Wilkes-Barre, Times-Leader**, evening; only daily in Luzerne County to permit A. A. A. examination this year. Examination showed **17,300** net for last six months, gain of **3,155** net in two years.

**York, Dispatch and Daily**. Average for 1910, **18,767**.

## RHODE ISLAND

**Pawtucket Evening Times**. Average circulation 12 mos. ending Dec 31, '10, **19,828**—sworn.

**Providence, Daily Journal**. Average for 1910, **23,758** (©). Sunday, **30,771** (©). **Evening Bulletin**, **48,323** average 1910.

**Westerly, Daily Sun**, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1910, **5,423**.

## SOUTH CAROLINA

**Charleston, Evening Post**. Evening. Actual daily average 1909, **5,311**. July, 1910, **6,964**.

## TEXAS

**El Paso, Herald**, year 1910, **11,381**. Only El Paso paper examined by A. A. A.

## VERMONT

**Barre, Times**, daily. F. E. Langley. Av. 1910, **3,655**. Examined by A. A. A.

**Barlington, Free Press**. Daily average for 1910, **9,112**. Largest city and State circulation. Examined by Association of Amer. Advertisers.

**Montpelier, Argus**, d'y., av. 1910, **3,315**. Only Montpelier paper examined by the A. A.

## VIRGINIA

**Danville, The Bee**. Aver. Feb., 1911, **4,479**; March, '11, **5,104**. Largest circ. Only eve. paper.

## WASHINGTON

**Seattle, The Seattle Times** (©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1910 circ. of **64,741** daily, **84,303** Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great production value to the advertiser. *The Times* carried in 1910, **12,328,915** lines, beating its nearest competitor by **2,701,284** lines.

**Tacoma, Ledger**. Average year 1910, daily, **18,967** Sunday, **27,348**.

**Tacoma, News**. Average for year 1910, **19,212**.

## WISCONSIN

**Janesville, Gazette**. Daily average, Mar., 1911, daily **5,649**; semi-weekly, **1,728**.

**Madison, State Journal**, daily. Actual average for Jan., 1910, **5,960**.

**Milwaukee, The Evening Wisconsin**, daily. Average daily circulation for 1910, **41,897**. Average daily gain over 1909, **4,775**. The *Evening Wisconsin* is pre-eminent the Home Paper of Milwaukee. Rigid Circulation Examination completed by Association of American Advertisers Oct. 3rd, 1910. Chas. H. Eddy, Foreign Rep., 1 Madison Avenue, New York, 150 Michigan Ave., Chicago (Robt. J. Virtue, Mgr.).

**Milwaukee, The Milwaukee Journal**, (eve.) Daily Av. circ. for 12 mos., **63,553**. Daily Av. Feb., 1911, **64,007**. Feb. gain over 1910, **1,136**. Paid City Circulation double that of any other Milwaukee paper. No Premiums employed. Over 605 Milwaukee homes. Flat rate 7c per line. C. D. Bertolet, Boyce Bldg., Chicago; J. F. Antisdell, 360 Fifth Avenue, N. Y. City.

**Oshkosh, Northwestern**, daily. Average for year 1910, **10,082**. Examined by A. A. A.

**Racine, Daily Journal**. Dec., 1910, circulation, **5,517**. Statement filed with A. A. A.



## THE WISCONSIN AGRICULTURIST

**Racine, Wis.**. Established 1877. Actual weekly average for year ended Dec. 31, 1910, **61,827**. Larger circulation in Wisconsin than any other paper. Adv. \$4.20 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

## MANITOBA, CAN.

**Winnipeg, Free Press**, daily and weekly. Average for 1909, daily, **40,889**; daily Feb., 1911, **51,532**; weekly 1909, **27,080**; Feb., 1911, **29,564**.

**Winnipeg, Der Nordwestern**. Canada's National German weekly. Av. 1910, **18,484**. Rates 56c. in-

## QUEBEC, CAN.

**Montreal, La Presse**. Daily average for March, 1911, **103,194**. Largest in Canada

# The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

## CONNECTICUT

**NEW HAVEN Register.** Leading want ad medium of State. Rate 1c. a word.

## ILLINOIS

**THE Chicago Examiner** with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

## INDIANA

**THE Indianapolis Star** is the leading "Want Ad" Medium of the State. Only Sunday paper. Rate 1 cent per word. **THE INDIANAPOLIS STAR**, Indianapolis, Ind.

## MAINE

**THE Evening Express and Sunday Telegram** carry more Want Ads than all other Portland papers combined.

## MARYLAND

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

## MASSACHUSETTS

**THE Boston Evening Transcript** is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



**THE Boston Globe**, daily and Sunday, for the year 1910 printed a total of 479,877 paid want ads; a gain of 19,412 over 1909, and 347,148 more than were printed by any other Boston newspaper.



## MINNESOTA

**THE Minneapolis Tribune** is the recognized Want Ad Medium of Minneapolis.

**CIRCULATION** **THE Tribune** is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the year ended Dec. 31, 1910, 2,513,483 lines of classified advertising. Rates: 1 cent a word, cash with order; or 10 cents a line, where charged daily or Sunday.



by Printers' Ink Pub. Co.



**THE Minneapolis Journal**, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Mar., 1911, amounted to 250,306 lines; the number of individual ads published were 29,833. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



## MISSOURI

**THE Joplin Globe** carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

## MONTANA

**THE Anaconda Standard**, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

## NEW YORK

**THE Albany Evening Journal**, Eastern N.Y.'s best paper for Wants and Classified Ads.

**THE Buffalo Evening News** is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

## OHIO

**THE Youngstown Vindicator**—Leading Want Medium. 1c. per word. Largest circulation.

## OKLAHOMA

**THE Oklahoman**, Okla. City, 35,442. Publishes more Wants than any 1 Okla. competitors.

## PENNSYLVANIA

**THE Chester, Pa., Times** carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

**THE Salt Lake Tribune**—Get results—Want Ad Medium for Utah, Idaho and Nevada.

# Gold Mark Papers

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

## ALABAMA

The *Mobile Register* (☉☉). Established 1821. Richest section in the prosperous South.

## GEORGIA

*Atlanta Constitution* (☉☉). Now as always, the Quality Medium of Georgia.

## ILLINOIS

*Bakers' Helper* (☉☉), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. *The Inland Printer*, Chicago (☉☉). Actual average circulation for 1909-10, 16,902.

## KENTUCKY

*Louisville Courier-Journal* (☉☉). Best paper in city; read by best people.

## MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (☉☉).

Boston *Evening Transcript* (☉☉), established 1830. The only gold mark daily in Boston.

Boston, *Textile World Record* (☉☉). Not an organ,—"but the leading textile magazine.

Worcester *L'Opinion Publique* (☉☉). Only French paper among 75,000 French population.

## MINNESOTA

The *Minneapolis Journal* (☉☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

## THE NORTHWESTERN MILLER

(☉☉) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

## NEW YORK

*Brooklyn Eagle* (☉☉) is THE advertising medium of Brooklyn.

*Army and Navy Journal*, (☉☉). First in its class in circulation, influence and prestige.

*Century Magazine* (☉☉). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

*Dry Goods Economist* (☉☉), the recognized authority of the Dry Goods and Department Store trade.

*Electric Railway Journal* (☉☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

*Electrical World* (☉☉) established 1874. The leading electrical journal of the world. Average circulation year ending Nov. 30, 1910, 18,771 weekly. MCGRAW PUBLISHING CO.

**Engineering News (☉☉). Established 1874. The leading engineering paper in the world. Av. circulation over 17,500 weekly.**

*Engineering Record* (☉☉). The most progressive civil engineering journal in the world. Circulation averages over 16,000 per week. MCGRAW PUBLISHING COMPANY.

*Hardware Dealers' Magazine* (☉☉). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 283 Broadway, New York City.

New York *Herald* (☉☉). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

*The Evening Post* (☉☉). Established 1801. The only Gold Mark evening paper in New York. The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*.—Printers' Ink.

*Scientific American* (☉☉) has the largest circulation of any technical paper in the world.

The New York *Times* (☉☉) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *Tribune* (☉☉), daily and Sunday. Daily, now one cent—the best for the least.

## OREGON

*Better Fruit*, (☉☉) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The *Oregonian*, (☉☉), established 1851. The great newspaper of the Pacific Northwest.

## PENNSYLVANIA

The *Press* (☉☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions Feb., 1911, sworn net average, Daily, 80,547; Sunday, 180,346.

## THE PITTSBURG DISPATCH

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

Providence *Journal* (☉☉), a conservative enterprising newspaper without a single rival.

## TENNESSEE.

The *Memphis Commercial-Appeal* (☉☉) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The *Commercial-Appeal* passes both quality and quantity tests. Daily, over 82,000; Sunday, over 80,000; weekly, over 93,000.

## WASHINGTON

The *Seattle Times* (☉☉) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

## WISCONSIN

The *Milwaukee Evening Wisconsin* (☉☉), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

## CANADA

The *Halifax Herald* (☉☉) and The *Evening Mail*. Circulation 18,768, Flat rate.



## Business Going Out

Full page copy for one of the Standard Oil Company's products, Polarine, an automobile oil, is being sent out by the Blackman-Ross Agency, New York, to *Life*, *Collier's*, *Literary Digest* and the *Saturday Evening Post*. This campaign, to last about six months, is to take advantage of the seasonable demand and does not necessarily presage a comprehensive Standard Oil campaign. Smaller copy will be used after the campaign has been got under way.

It is generally understood that the Standard Oil Company is awaiting the Supreme Court decision upon corporation organization, before planning thoroughgoing advertising for its other products.

Some additional contracts are being placed by Wood, Putnam & Wood for the advertising of Park & Pollard. Agricultural papers and newspapers are used. This agency is also using some additional mediums of a general character and agricultural papers for the advertising of the Lunt-Moss Company.

The Regal Shoe Company is using large copy in the newspapers where it has stores, announcing its new method of selling shoes at cost plus five per cent. This announcement has aroused great interest in shoe circles throughout New England.

The Tomer Advertising Agency, Old South Building, Boston, is handling the advertising of Macullar, Parker & Company. In addition to a large amount of local advertising, a few high-grade general mediums are being used in a mail order way.

The E. R. Thomas Motor Car Company, of Buffalo, N. Y., is making 1,000-line contracts with Western newspapers through the J. Walter Thompson Company, of New York.

The Calumet Baking Powder Company, of Chicago, Ill., is making contracts for 5,000 lines in the West through the Clague-Painter-Jones Company, of Chicago.

The National Lead Company, of New York, is considering a newspaper campaign in selected territory through the George Batten Company, of New York.

The National Advertisers Advertising Agency, of New York, is sending out April schedule for 200-line copy generally to advertise Poslam.

The Morse International Agency, of New York, is sending out additional orders for 240 inches for the advertising of Beecham's Pills.

Geo. C. Hubbs, recently made advertising director of the United States Tire Company, New York (Continental, G & I, Hartford and Morgan & Wright Tires), announces that the general advertising account of that company is being placed through the Dunlap-Ward Advertising Company, of Chicago.

The 1911 campaign, which is well under way, embraces extensive advertising in a large list of leading magazines, metropolitan newspapers, agricultural journals and trade publications, as well as outdoor advertising.

Mr. Dunlap, president of the Dunlap-Ward Company, spends a considerable portion of his time in New York in the interests of this account.

Harvey A. Willis & Co., of Chicago, are using newspapers to advertise the stock of the Consolidated Motor Company, of Chicago. This business is being handled by the Mahin Advertising Company, of Chicago.

Smith & Anthony, manufacturers of Hub ranges, are using a few daily newspapers in cities and towns where they have local agents. The business is going through the F. P. Shumway Company.

The Eckman Manufacturing Company, of Philadelphia, is making renewal contracts with newspapers generally through Richard A. Foley, of Philadelphia.

The Boston Diary Company, of Boston, Mass., is making contracts with Southern papers for 7,000 lines. The Spafford Advertising Agency, of Boston, Mass., is handling this account.

The Travellers' Insurance Company, Hartford, Conn., has made an appropriation for advertising and a list of general publications will be favored with orders.

Lamson & Hubbard, of Boston, are using a selected list of newspapers to advertise their hats. This business is being placed by the Wyckoff Advertising Company, of Buffalo, N. Y.

The Robt. M. McMullen Company, of New York, is sending out copy to newspapers for the F. F. Dalley Company, of Toronto, Canada.

The Goodyear Tire & Rubber Company, of Hartford, Conn., is making contracts with Southern papers through Lord & Thomas, of Chicago.



The Carl M. Green Company, of Detroit, last week added to its list of accounts that of the Lozier Motor Company, which has moved its executive offices to Detroit, where it has also opened its big, new factory. The Lozier Company, while it manufactures the car which for the past three years has sold at a higher average cost than any other American-made automobile, has heretofore confined its advertising to the newspapers. The plans of the company this year include not only the continuation of the extensive newspaper campaign, but also a liberal amount of advertising in the magazines.

The Val Blatz Brewing Company, of Milwaukee, Wis., is making large contracts with Mississippi papers through the E. H. Clarke Advertising Agency, of Chicago, Ill.

New England newspapers are receiving copy for the advertising of the United Shirt & Collar Company, Troy, N. Y., through the Geo. L. Dyer Agency, Boston.

The Star Expansion Bolt Company of New York, is sending out orders through M. P. Gould, of New York. The contracts call for fifty-six insertions in a list of newspapers.

Fownes Bros. & Company, of New York, are sending contracts to papers in the Southwest through the Gardner Advertising Company, of St. Louis, Mo.

N. W. Ayer & Son, of Philadelphia, have secured the advertising appropriation of the Lehigh Valley Railroad.

The Onoto Pen Company, of New York, is using a list of Southern dailies through the J. Walter Thompson Company, of New York.

The 7-20-4 cigar is being advertised in a list of newspapers. The business is placed direct by the manufacturer, R. G. Sullivan, Manchester, N. H.

The M. Volkman Advertising Agency, of New York, is making contracts with Texas papers for the advertising of Dr. Newton, of New York.

W. H. Dilg, of Chicago, is making contracts with Texas papers on account of the Sunny Brook Distillery Company, of Chicago, Ill.

The Boston News Bureau is handling the financial advertising of Merrill, Oldham Company. Daily newspapers are used in a few cities.

Copy for the advertising of Julius Kayser, of New York, is being sent out by W. L. Houghton, of Newark, N. J.

Some additional contracts for newspapers are being placed by H. E. Ayres & Co., 104 Federal St., Boston, for the advertising of the Converse Rubber Heel.

The Dauchy Company, of New York, is placing renewal orders for the advertising of Parker's Hair Balsam.

The New England railroads have decided on their advertising plans for the coming season. A list of mediums has been made up by the New York, New Haven & Hartford Railroad advertising Cape Cod as a summer resort. The Boston & Maine branch will use a list of publications in addition to its present newspaper campaign, exploiting the fishing season in Maine and New Hampshire, as well as showing the attractiveness of these sections for vacation purposes.

Dr. H. H. Green's Sons, of Atlanta, Ga., are sending out orders generally through the J. W. Green Agency, of Atlanta.

The Geo. Batten Company, of New York, is placing copy in New York city newspapers on account of Chas. E. Matthews, of New York.

Diamond McDonnell & Co., of Philadelphia, are making contracts with Texas newspapers through N. W. Ayer & Son, of Philadelphia.

The Edw. H. Marsh Agency, Springfield, Mass., is handling the advertising of the Smoke Shops, of Holyoke. A few general mediums are to be used.

The Sheffield Farms Company, of New York, is sending copy to papers in Yonkers, N. Y., through the George Batten Company, of New York.

H. H. Levy, of New York, is placing copy for advertising the Tower cigars in Western and Southwestern dailies.

Perry, Dame & Co., of New York, are using a list of women's publications and advertising mediums of general circulation through Levin & Bradt, of New York.

Warner Brothers, of New York, are extending their list of dailies through the Pomery Advertising Agency, of New York.

Wood, Putnam & Wood are using a few publications for the advertising of Des Lauries Watch Fobs.

A. R. Elliott, of New York, is sending copy to Eastern papers on account of Borden's condensed milk.

\* Copy is going out to a list of women's publications and general magazines for the Mellins' Food Company, Boston. Large space is used and the business is placed direct.

A few magazines and a list of daily newspapers are being used for the advertising of the Glenwood Range by the Weir Stove Company, Taunton, Mass. The business is handled by the Morse International Agency, Boston.

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# Evidence

Exhibit No. 3

**E. J. RIECKER**

**Mail: DRY GOODS, NOTIONS, CARPETS  
CURTAINS, SHOES and RUBBERS**

BEVERLY, OHIO, Mar 28, 1911

Mr. P. M. Raymond, Bus. Mgr..  
Columbian Magazine,  
New York.

My Dear Sir:


On account of Lord & Taylor taking space  
in The "Columbian" I am putting in Onyx Hosiery  
Will gradually discard certain lines and place Onyx in  
stock.

As fast as I can will replace other dress  
shields with "Malad."

Will also sell Mennen's Falcux Powder this  
season. Keeping other powders but holding them in the  
background.

As a shareholder you can count on me to  
patronize our advertisers. Others doing the same should  
make the "Columbian" a very strong business getter for  
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